

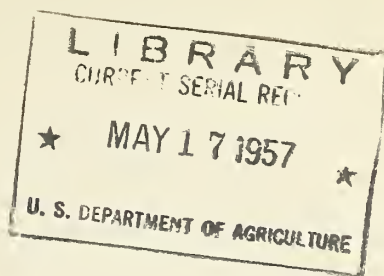
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Consumer Purchases of **SELECTED FRUITS AND JUICES**

BY REGIONS AND RETAIL OUTLETS
OCTOBER - DECEMBER 1956



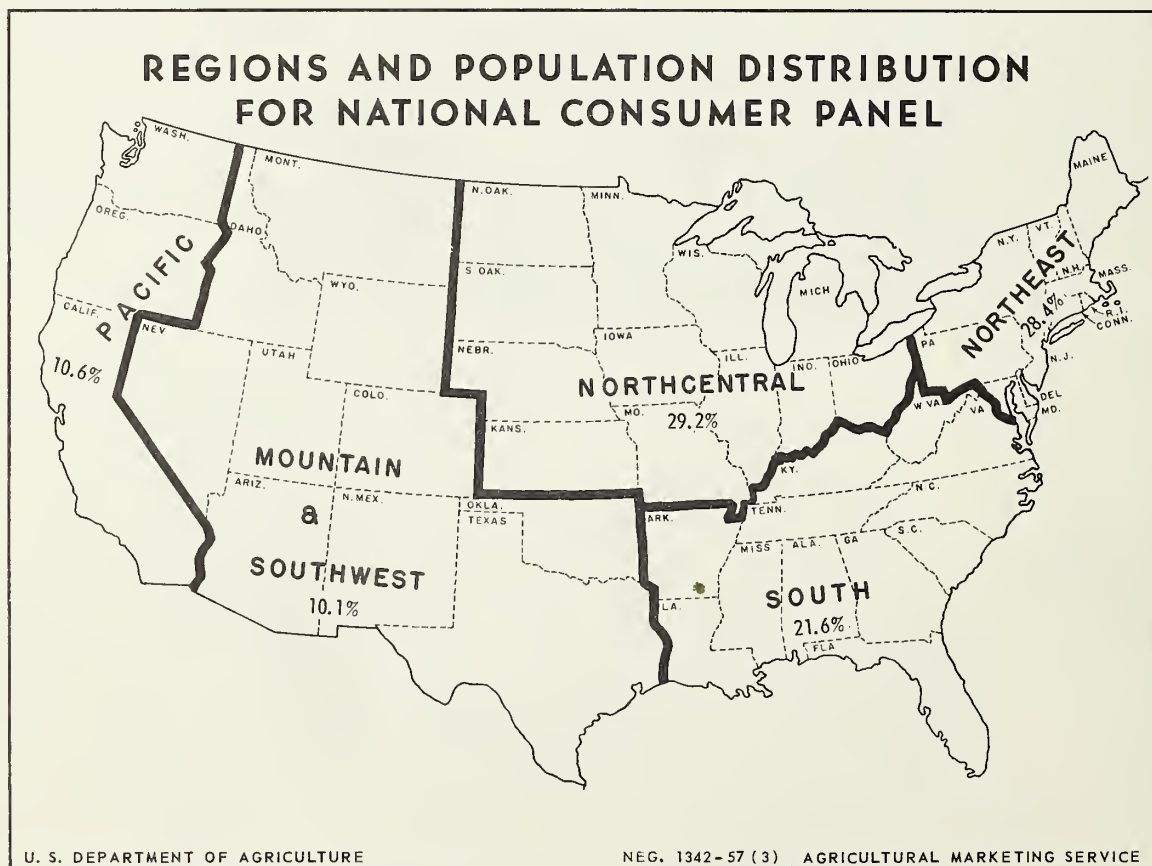
UNITED STATES DEPARTMENT OF AGRICULTURE
AGRICULTURAL MARKETING SERVICE
WASHINGTON, D. C.
March 1957

FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 6,000 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946.



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CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES,
BY REGIONS AND RETAIL OUTLETS, OCTOBER-DECEMBER 1956

The data in this report represent estimated purchases of specified fruits and juices by household consumers only. They do not include purchases by restaurants, hospitals, hotels, or other institutional outlets.

SUMMARY

United States householders purchased about 15.9 million gallons of frozen concentrated orange juice, 250,000 gallons of frozen concentrated grapefruit juice, and 1.4 million gallons of all other frozen concentrated juices during October-December 1956. The total volume purchased was down slightly from October-December 1955, but it was about 4 percent larger than in the preceding quarter.

Purchases of frozen orange concentrate were up fractionally from a year earlier and were up about 7 percent from the preceding quarter. Total purchases of other concentrates, however, were down 7 percent from October-December 1955, and were down 15 percent from the preceding quarter.

Purchases of frozen concentrated juices were up from October-December 1955 in only the Northeast and Mountain-Southwest regions. The quantity of frozen concentrates purchased from both national and regional chain stores was up from a year earlier, but smaller quantities were purchased from independent and "other" outlets.

About 4.4 million gallons of chilled orange juice were purchased by consumers during October-December 1956, with over 80 percent of the total bought in the Northeast and North Central regions. About 46 percent of the total volume bought was purchased from "other" retail outlets, which includes specialty stores, delicatessens, dairies, etc. Prices paid for chilled orange juice during October-December 1956 averaged 36.5 cents per quart. Based on average prices paid during that quarter, a 6-ounce serving of chilled orange juice cost householders about 7 cents, compared with about 4 cents for reconstituted frozen concentrated orange juice, and 5 cents for canned single-strength orange juice.

About 718,000 gallons of frozen concentrated lemonade were bought by householders during October-December 1956, the largest volume yet reported for this quarter. This expansion was due to increased purchases in the Northeast, North Central, and Pacific regions.

While purchases of shelf-pack concentrate for orangeade were the lowest since reporting began in July 1952, purchases of canned single-strength orangeade were up 33 percent from October-December 1955, with increased purchases reported in all regions.

Consumers purchased about 21.8 million cases (equivalent No. 2 cans) of canned single-strength juices during October-December 1956, a 2-percent decrease from October-December 1955. Total purchases in the South were down 15 percent from October-December 1955, with each juice purchased in smaller quantities. In the North Central region total purchases were down about 8 percent, although slightly larger purchases of lemon and "other" juices were reported. In the Northeast and Pacific regions total purchases were up about 4 percent, with larger purchases of prune, lemon, and "other" juices more than offsetting substantially smaller purchases of orange, grapefruit, and tomato juices.

Purchases of single-strength juices from regional chain stores were 12 percent higher than a year earlier, while purchases in independents were 6 percent lower and in national chains 15 percent lower.

Householders bought nearly 1 million cases (equivalent No. 2 cans) of canned grapefruit sections during October-December 1956. About 70 percent of this amount was purchased in the Northeast and North Central regions.

About 7.1 million boxes of fresh oranges and 4.1 million boxes of fresh grapefruit were purchased by consumers in October-December 1956, down 12 and 21 percent respectively from October-December 1955. Purchases were down in all regions except in the Pacific where orange purchases were larger. The quantity of oranges purchased from regional chain outlets increased slightly despite substantial decreases in total purchases, while grapefruit purchases were down in all outlets.

Purchases of lemons and tangerines increased about 9 and 19 percent, respectively, in October-December 1956 from October-December 1955, with increases in all regions except for lemons in the Northeast, and tangerines in the Pacific.

Frozen Juices, Refrigerated Juices, and Aides: During October-December 1956, United States household consumers purchased about 15.9 million gallons or 7 percent more frozen concentrated orange juice than in the preceding quarter, and fractionally more than in October-December 1955. Purchases were up about 4 percent in the Northeast and 5 percent in the Mountain-Southwest regions, while down somewhat in the Pacific and Southern regions.

Per capita purchases of frozen orange concentrate during October-December 1956 were down slightly from a year earlier, averaging about 2.1 cans (6-ounce) per person.

Prices paid by householders for frozen orange concentrate averaged 16.8 cents per 6-ounce can during October-December 1956, down 0.4 cent from the preceding quarter when average prices were the highest since October-December 1953 (table 1).

A greater quantity of frozen concentrated orange juice was purchased from national and regional chain stores during October-December 1956 than in October-December 1955; but the volume of purchases was down in other types of outlets. Regional chain stores supplied 39 percent of all frozen orange

concentrate bought by householders--the largest proportion yet reported for any type of outlet. Prices were unchanged from October-December 1955 in regional and "other" outlets, but were higher in independent and national chain stores (table 2).

Beginning in October 1956, data were obtained for the first time since December 1952 on consumer purchases of frozen concentrated grapefruit juice. During October-December 1956 consumers purchased about 250,000 gallons of this product. Nearly 37 percent was purchased in the Northeast and 27 percent in the North Central regions. Per capita purchases were highest in the Pacific region and lowest in the South. Consumers paid an average of 14.3 cents for a 6-ounce can of this product (table 6).

Consumer purchase data for chilled orange juice were obtained for the first time for October 1956. During October-December 1956 purchases of this product totaled almost 4.4 million gallons. Over 90 percent was bought in the Northeast, North Central, and Southern regions, with the Northeast region alone accounting for over 50 percent of total purchases. Per capita purchases were also highest in the Northeast--nearly double those in the North Central region, and about 6 times greater than in either the Mountain-Southwest or Pacific regions.

Consumers paid an average of 36.5 cents in October-December 1956 for a quart of chilled orange juice. Prices ranged from 32.4 cents a quart in the Mountain-Southwest to 45.8 cents in the Pacific, with prices near the United States average in the Northeast and North Central regions.

"Other" outlets supplied about 46 percent of the chilled orange juice purchased by consumers in October-December 1956. Prices ranged from about 31 cents per quart in national chains to 38 cents in "other" outlets (table 6).

Consumers purchased 718,000 gallons of frozen concentrated lemonade during October-December 1956, the largest fourth quarter volume yet reported in this series and up 21 percent from October-December 1955. Purchases were down in the South and Mountain-Southwest regions, but those declines were more than offset by larger purchases in each of the other three regions. Per capita purchases were highest in the Pacific region and lowest in the South (table 3).

Prices paid for frozen concentrated lemonade during October-December 1956 averaged 13.8 cents per 6-ounce can, almost the same as a year earlier. Regional chain stores were the most important outlets for this product, accounting for about 39 percent of total purchases during October-December 1956. Prices paid during October-December 1956 were lower in regional chains than in other retail outlets (table 4).

About 304,000 gallons of shelf-pack concentrate for orangeade were purchased by consumers during October-December 1956--the lowest fourth quarter volume yet reported for this product. About 60 percent of this quantity was purchased in the North Central region, and about 14 percent each in the Mountain-Southwest and the Pacific regions. Prices averaged 17.0 cents per 6-ounce can

during October-December 1956, the same as for January-March 1955, but otherwise the highest reported for this product. Independent stores were the most important type of outlet, supplying about 50 percent of the total quantity purchased by consumers in October-December 1956 (table 6).

Householders purchased only 35,000 gallons of frozen concentrated orangeade and 15,000 gallons of shelf-pack concentrate for lemonade during October-December 1956--about 12 and 62 percent, respectively, below October-December 1955 purchases.

Consumers purchased 1.4 million cases (equivalent No. 2 cans) of canned single-strength orangeade during October-December 1956. While down seasonally from the preceding quarter, purchases were up 33 percent from October-December 1955, and were the largest fourth quarter purchases yet reported in this series. Purchases were up in all regions, with the greatest increase, 56 percent, occurring in the North Central region. This region was also the most important consuming area, accounting for 37 percent of total purchases, as compared to 32 percent in October-December 1955.

Consumers paid an average of 27.4 cents during October-December 1956 for a 46-ounce can of orangeade, down slightly from the same quarter a year earlier, but up 1.2 cents from July-September 1956 when prices were the lowest since reporting on this product was initiated.

Purchases of orangeade were up more than 50 percent from October-December 1955 in both independent and regional chain stores, but were down slightly in national chain outlets. About 39 percent of total purchases of this product were made in regional chain stores, the largest proportion for any type of outlet. In addition, prices in regional chains averaged about 1 cent lower per 46-ounce can than prices in other types of stores (table 5).

Canned Fruit and Juices: Consumers bought 2.6 million cases (equivalent No. 2 cans) of canned single-strength orange juice in October-December 1956, the smallest quarterly volume of purchases yet reported. The volume purchased was down 5 percent from the preceding quarter and 22 percent from the same period a year earlier.

Purchases of canned single-strength orange juice were smaller in all regions in comparison to October-December 1955, with decreases of about 11 percent in the Mountain-Southwest, 15 percent in the Northeast and South, and 34 percent in both the Pacific, and the North Central regions. The volume of purchases declined most in national chain stores and least in regional chain stores.

Consumers paid an average of 36.4 cents during October-December 1956 for a 46-ounce can of single-strength orange juice, up 3.7 cents from October-December 1955, and the highest price paid since mid 1950. Prices were up in all regions, and were highest in the Pacific (table 7).

Consumers purchased 2.6 million cases (equivalent No. 2 cans) of canned single-strength grapefruit juice during October-December 1956, a 13 percent

decrease from October-December 1955 and the lowest quarterly volume of purchases reported since October-December 1953. Purchases increased by about 8 percent in the Mountain-Southwestern region, but purchases in other regions were down from 5 to 27 percent. The greatest decline in per capita purchases occurred in the Pacific region.

Purchases of single-strength grapefruit juice in regional chain stores were slightly larger in October-December 1956 than in October-December 1955, but were substantially lower in other types of outlets.

Prices paid by householders for a 46-ounce can of grapefruit juice averaged 28.2 cents during October-December 1956--the highest for this quarter since 1950. Prices paid were up in all regions, with the greatest increases in the Mountain-Southwest and Pacific regions (table 9). Prices were up in all types of retail outlets and ranged from 26.6 cents per 46-ounce can in national chains to 29.9 cents in the independent stores (table 11).

About 150,000 cases (equivalent No. 2 cans) of canned single-strength lemon juice were purchased by householders during October-December 1956, a 32 percent increase over October-December 1955. Both total and per capita purchases were up in all regions except the South. More than one-third of the total purchases of this product were made in the North Central region, and almost a third in the Northeast.

Prices paid by consumers for single-strength lemon juice during October-December 1956 were about 12.1 cents for a 5- $\frac{1}{2}$ -ounce can, down slightly from a year earlier.

Consumers' purchases of lemon juice, while up substantially from October-December 1955 in both independent and regional chain stores, increased only slightly in national chain stores. The largest proportion of total purchases, about 41 percent, was made in regional chains (table 12).

Consumers purchased 2.1 million cases (equivalent No. 2 cans) of prune juice during October-December 1956 or about 12 percent more than in October-December 1955. The increase in purchases in the Northeast region accounted for most of this gain.

About 56 percent of the total volume of prune juice purchased in October-December 1956 was in the Northeast region, where it was second in volume only to tomato juice among the single-strength juices reported separately. In all other regions, prune juice ranked fourth in volume of purchases.

Consumers paid an average of 32.5 cents during October-December 1956 for 32 ounces of prune juice, almost unchanged from a year earlier. Prices ranged from 31.0 cents in the Northeast to 34.7 cents in the North Central region.

Nearly 50 percent of the total quantity of prune juice purchased was bought from regional chain stores during October-December 1956, as compared with 36 percent in October-December 1955. Prices paid averaged about 31.5 cents

in both national and regional chains, compared to 34.8 cents in independent stores (table 12).

About 5.3 million cases of tomato juice were purchased by household consumers during October-December 1956, up sharply from the preceding quarter, but about 4 percent less than October-December 1955. Total purchases were down from October-December 1955 in all regions except the Pacific. Per capita purchases were also down in all regions and continued to be highest in the Pacific and lowest in the South.

Although purchases of tomato juice were down in total from October-December 1955, the quantity purchased from regional chain stores was 8 percent higher. Purchases were down 8 and 14 percent, respectively, in independent and national chain stores (table 12).

Consumers paid an average of 27.8 cents for a 46-ounce can of tomato juice during October-December 1956, 1.2 cents more than in October-December 1955. Prices were lowest in the Pacific region and highest in the South.

Consumer purchase data on canned grapefruit sections were obtained for the first time during October-December 1956. During that period, consumers purchased nearly 1 million cases (480 ounces per case) of the product. About 36 percent of the total quantity purchased was bought in the North Central region, 34 percent in the Northeast, 13 percent in the Pacific, and the balance about equally divided between the South and the Mountain-Southwest. Prices averaged 18.2 cents per No. 303 can, ranging from 17.2 cents in the Northeast to 19.6 cents in the Mountain-Southwest (table 12).

Fresh Fruit: Total consumer purchases of fresh oranges during October-December 1956 amounted to 7.1 million boxes, 12 percent less than in October-December 1955. Purchases in the Pacific region were about 8 percent higher than in October-December 1955, but purchases in other regions declined from 9 to 20 percent, with the greatest decreases occurring in the Northeast and the South.

Purchases of Florida oranges were down 24 percent from October-December 1955 for a record low for the fourth quarter since these series were begun in October 1949. Purchases were lower in all regions, with the greatest decreases occurring in the Northeast and Southern regions. Purchases of California-Arizona oranges were up about 2 percent in total from October-December 1955, reflecting larger purchases in the Northeastern, Southern, and Pacific regions (table 14).

Per capita purchases of fresh oranges in October-December 1956 declined from October-December 1955 in all but the Pacific region, where a slight increase occurred. They continued to be highest in the Northeast, and lowest in the Mountain-Southwest region.

Purchases of fresh oranges from regional chain stores increased slightly during October-December 1956 from October-December 1955 to the largest fourth

quarter volume yet reported for this type of outlet, despite the decrease in total purchases and decreases in purchases from both independent and national chain stores (table 16).

Consumers paid an average of 41 cents a dozen for fresh oranges during October-December 1956, up 1.1 cents from October-December 1955 (table 15).

Consumers purchased about 4.1 million boxes of grapefruit during October-December 1956, about 1 million boxes or 21 percent less than in October-December 1955. This was the smallest October-December volume of purchases since 1952. Purchases were down in all regions, with the greatest decreases in volume occurring in the Northeast and Southern regions (table 19). Per capita purchases, however, continued to be highest in the Northeast and North Central regions.

Consumer purchases of grapefruit were down in all types of retail outlets in comparison with October-December 1955, with greater relative decreases occurring in independent and national chain stores (table 21).

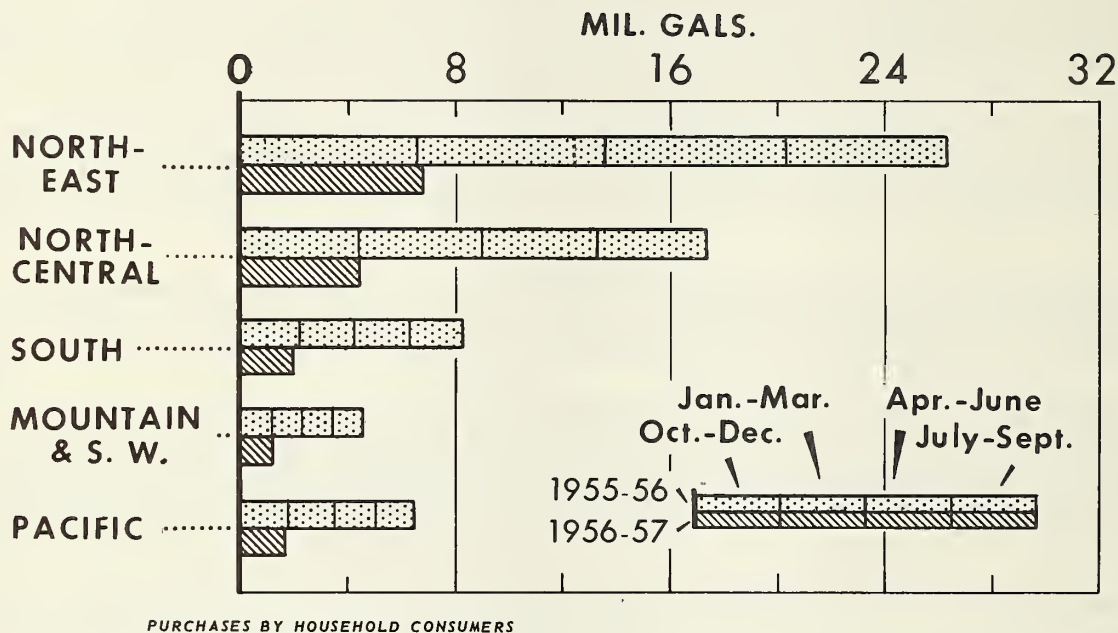
Consumers paid an average of 89 cents per dozen grapefruit, during October-December 1956, up 8 cents from October-December 1955. Prices paid were up in all regions, except for the Pacific, where an 18 cent decrease in the price of California-Arizona grapefruit resulted in a lower average price (table 20).

Householders purchased about 774,000 boxes of fresh lemons during October-December 1956, or about 9 percent more than in October-December 1955. The volume of purchases, though unchanged in the Northeast region, was up from 10 to 17 percent in the other regions. Per capita purchases were the highest in the South.

The volume of lemons bought in national chain stores was the smallest reported for any quarter since October-December 1949. Independent stores were the most important outlet for lemons. Consumers paid an average of 47 cents a dozen for lemons during October-December 1956, up 1.4 cents from October-December 1955 (table 23).

Household consumers purchased nearly 2 million boxes of fresh tangerines during October-December 1956, or about 300,000 boxes more than in October-December 1955. Purchases of tangerines were down 9 percent in the Pacific region, but increased in other regions. Prices paid by householders for tangerines during October-December 1956 averaged 37.2 cents a dozen, down about 2.1 cents from a year earlier (table 25).

FROZEN CONCENTRATED ORANGE JUICE PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

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Figure 1

Table 1.--Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

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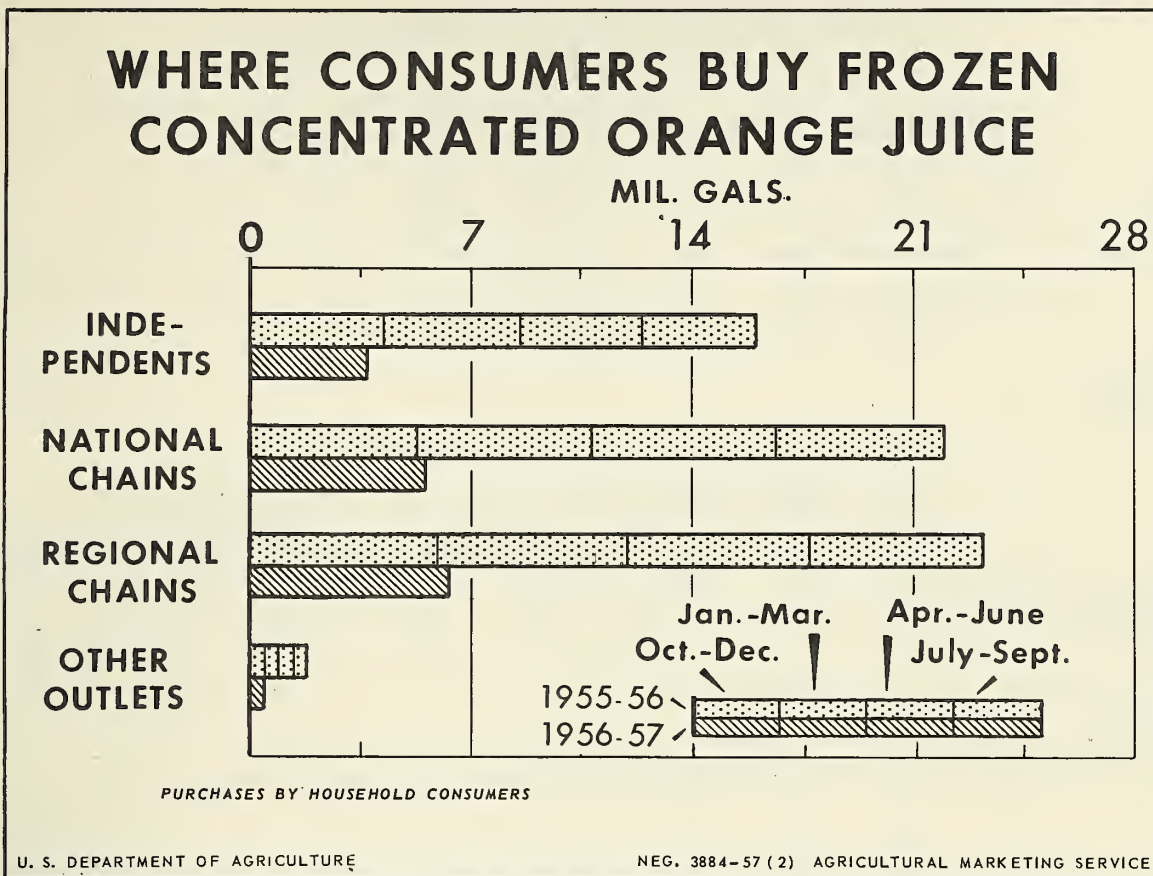


Figure 2

Table 2.--Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | Average price per 6-ounce can | | | | Average size of purchase | | | |
|-----------------------|--------------------------------|--------------------|--------------------|--------------------------------|--------------------------------|--------------------|--------------------|--------------------------------|--------------------------------|--------------------|--------------------|--------------------------------|
| | Independ- dent groceries | National chains | Regional chains | All retail outlets 1/ | Independ- dent groceries | National chains | Regional chains | All retail outlets 1/ | Independ- dent groceries | National chains | Regional chains | All retail outlets 1/ |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | Cents | Cents | Cents | Cents | Ounces | Ounces | Ounces | Ounces |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 4,262 | 5,251 | 5,907 | 15,822 | 17.7 | 15.9 | 16.4 | 16.6 | 17.8 | 20.2 | 19.1 | 19.2 |
| January-March..... | 4,272 | 5,580 | 6,064 | 16,394 | 18.0 | 15.8 | 16.3 | 16.7 | 18.2 | 20.9 | 19.9 | 19.9 |
| April-June..... | 3,867 | 5,799 | 5,755 | 15,876 | 18.1 | 15.5 | 16.1 | 16.5 | 17.7 | 21.6 | 20.3 | 20.1 |
| July-September..... | 3,631 | 5,331 | 5,471 | 14,865 | 18.6 | 16.3 | 17.0 | 17.2 | 17.2 | 21.1 | 19.6 | 19.5 |
| Total..... | 16,032 | 21,961 | 23,197 | 62,957 | | | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 3,756 | 5,532 | 6,275 | 15,911 | 18.1 | 16.1 | 16.4 | 16.8 | 17.8 | 22.0 | 20.8 | 20.4 |
| January-March..... | | | | | | | | | | | | |
| April-June..... | | | | | | | | | | | | |
| July-September..... | | | | | | | | | | | | |
| Total..... | | | | | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

Table 3.--Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | | | Average price per 6-ounce can | | | | | |
|-----------------------|--------------------------|---------------|---------------|---------------|--------------------|---------------|-------------------------------|------------|---------------|---------|--------------------|---------|
| | United States | North-east | North Central | South | Mountain-Southwest | Pacific | United States | North-east | North Central | South | Mountain-Southwest | Pacific |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | Cents | Cents | Cents | Cents | Cents | Cents |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 593 | 142 | 142 | 88 | 100 | 121 | 14.1 | 14.7 | 14.6 | 14.8 | 14.0 | 13.3 |
| January-March..... | 528 | 111 | 148 | 63 | 92 | 114 | 14.7 | 14.8 | 15.2 | 15.0 | 15.3 | 13.8 |
| April-June..... | 3,118 | 979 | 1,092 | 307 | 375 | 365 | 13.7 | 14.1 | 13.9 | 14.4 | 13.9 | 12.3 |
| July-September..... | 4,627 | 1,632 | 1,394 | 419 | 430 | 752 | 13.2 | 13.7 | 13.3 | 14.2 | 13.5 | 11.9 |
| Total..... | 8,866 | 2,864 | 2,776 | 877 | 997 | 1,352 | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 718 | 180 | 203 | 71 | 92 | 172 | 13.8 | 14.9 | 13.4 | 14.8 | 15.4 | 12.5 |
| January-March..... | | | | | | | | | | | | |
| April-June..... | | | | | | | | | | | | |
| July-September..... | | | | | | | | | | | | |
| Total..... | | | | | | | | | | | | |
| Period | Average size of purchase | | | | | | Purchases per 1,000 capita | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 15.5 | 13.3 | 17.4 | 16.3 | 16.6 | 14.6 | 5.7 | 3.2 | 3.1 | 2.3 | 6.1 | 7.6 |
| January-March..... | 14.3 | 12.4 | 16.9 | 13.0 | 14.7 | 13.9 | 3.3 | 2.5 | 3.2 | 1.6 | 5.4 | 7.2 |
| April-June..... | 18.1 | 17.2 | 19.3 | 17.7 | 17.9 | 17.9 | 19.2 | 22.2 | 23.7 | 7.8 | 22.3 | 22.8 |
| July-September..... | 19.6 | 18.0 | 22.1 | 18.4 | 18.1 | 20.5 | 28.6 | 37.0 | 30.3 | 10.9 | 26.5 | 45.1 |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 15.3 | 14.6 | 18.5 | 15.9 | 12.7 | 15.2 | 4.4 | 4.0 | 4.4 | 1.8 | 5.5 | 10.3 |
| January-March..... | | | | | | | | | | | | |
| April-June..... | | | | | | | | | | | | |
| July-September..... | | | | | | | | | | | | |
| Total..... | | | | | | | | | | | | |

Table 4.--Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | Average price per 6-ounce can | | | | Average size of purchase | | | |
|-----------------------|-----------------------|-----------------|-----------------|--------------------|-------------------------------|-----------------|-----------------|--------------------|--------------------------|-----------------|-----------------|--------------------|
| | Independent groceries | National chains | Regional chains | All retail outlets | Independent groceries | National chains | Regional chains | All retail outlets | Independent groceries | National chains | Regional chains | All retail outlets |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | Cents | Cents | Cents | Cents | Ounces | Ounces | Ounces | Ounces |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 131 | 211 | 210 | 593 | 15.2 | 13.8 | 13.3 | 14.1 | 14.4 | 16.1 | 15.0 | 15.5 |
| January-March..... | 137 | 186 | 164 | 528 | 16.8 | 14.2 | 14.0 | 14.7 | 12.5 | 14.2 | 14.6 | 14.3 |
| April-June..... | 792 | 1,013 | 1,240 | 3,118 | 14.9 | 13.1 | 13.2 | 13.7 | 16.1 | 18.4 | 18.9 | 18.1 |
| July-September..... | 1,027 | 1,493 | 2,019 | 4,627 | 14.6 | 12.8 | 12.7 | 13.2 | 16.9 | 20.6 | 20.8 | 19.6 |
| Total..... | 2,087 | 2,903 | 3,633 | 8,866 | | | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 146 | 250 | 282 | 718 | 15.5 | 13.6 | 13.1 | 13.8 | 13.8 | 16.3 | 14.9 | 15.3 |
| January-March..... | | | | | | | | | | | | |
| April-June..... | | | | | | | | | | | | |
| July-September..... | | | | | | | | | | | | |
| Total..... | | | | | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

Table 5.--Canned single-strength orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | | | | | |
|--------------------------------|--------------------|----------------|----------------|----------------|--------------------|----------------|-----------------------|-----------------|-----------------|
| | United States | Region | | | | | Retail outlet 1/ | | |
| | | North-east | North Central | South | Mountain-Southwest | Pacific | Independent groceries | National chains | Regional chains |
| | | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ |
| 1955-56 | | | | | | | | | |
| October-December..... | 1,071 | 150 | 343 | 298 | 159 | 121 | 335 | 330 | 372 |
| January-March..... | 1,277 | 181 | 418 | 341 | 197 | 140 | 467 | 310 | 470 |
| April-June..... | 1,758 | 278 | 612 | 437 | 230 | 201 | 628 | 433 | 657 |
| July-September..... | 1,981 | 264 | 700 | 465 | 257 | 295 | 786 | 421 | 755 |
| 1956-57 | | | | | | | | | |
| October-December..... | 1,428 | 185 | 535 | 378 | 179 | 151 | 534 | 323 | 561 |
| January-March..... | | | | | | | | | |
| April-June..... | | | | | | | | | |
| July-September..... | | | | | | | | | |
| Average price per 46-ounce can | | | | | | | | | |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1955-56 | | | | | | | | | |
| October-December..... | 27.7 | 27.6 | 28.3 | 27.8 | 26.8 | 27.3 | 28.2 | 26.9 | 27.8 |
| January-March..... | 27.9 | 28.7 | 28.0 | 28.2 | 26.9 | 27.6 | 28.2 | 27.1 | 28.1 |
| April-June..... | 26.8 | 27.3 | 26.4 | 27.2 | 26.9 | 26.3 | 27.2 | 26.4 | 26.7 |
| July-September..... | 26.2 | 27.3 | 26.0 | 27.5 | 25.9 | 24.7 | 25.8 | 25.7 | 25.7 |
| 1956-57 | | | | | | | | | |
| October-December..... | 27.4 | 28.7 | 27.0 | 28.1 | 27.1 | 26.6 | 27.7 | 27.7 | 26.8 |
| January-March..... | | | | | | | | | |
| April-June..... | | | | | | | | | |
| July-September..... | | | | | | | | | |
| Average size of purchase | | | | | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1955-56 | | | | | | | | | |
| October-December..... | 63.2 | 58.7 | 67.3 | 60.4 | 62.9 | 64.5 | 66.5 | 61.3 | 61.9 |
| January-March..... | 65.3 | 58.8 | 69.2 | 62.2 | 67.5 | 65.9 | 69.2 | 64.3 | 62.5 |
| April-June..... | 72.3 | 62.3 | 78.2 | 65.9 | 71.3 | 83.5 | 75.0 | 71.8 | 70.0 |
| July-September..... | 74.2 | 62.5 | 82.0 | 67.0 | 68.9 | 85.8 | 76.2 | 74.1 | 72.4 |
| 1956-57 | | | | | | | | | |
| October-December..... | 71.4 | 63.9 | 78.9 | 68.4 | 63.9 | 74.7 | 71.7 | 65.9 | 75.0 |
| January-March..... | | | | | | | | | |
| April-June..... | | | | | | | | | |
| July-September..... | | | | | | | | | |
| Purchases per 1,000 capita | | | | | | | | | |
| | United States | Northeast | North Central | South | Mountain-Southwest | Pacific | | | |
| | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | | | |
| 1955-56 | | | | | | | | | |
| October-December..... | 6.6 | 3.4 | 7.5 | 7.7 | 9.7 | 7.6 | | | |
| January-March..... | 7.9 | 4.1 | 9.1 | 8.8 | 11.6 | 8.8 | | | |
| April-June..... | 10.8 | 6.3 | 13.3 | 11.1 | 13.7 | 12.5 | | | |
| July-September..... | 12.3 | 6.0 | 15.2 | 12.1 | 15.8 | 17.7 | | | |
| 1956-57 | | | | | | | | | |
| October-December..... | 8.8 | 4.1 | 11.5 | 9.8 | 10.8 | 9.1 | | | |
| January-March..... | | | | | | | | | |
| April-June..... | | | | | | | | | |
| July-September..... | | | | | | | | | |

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 6.-- Chilled and frozen juices, and concentrated ade: Consumer purchases, average price paid, average size of purchase, and purchase per 1,000 capita, United States by regions and type of retail outlets, October-December 1956

| Item | Consumer purchases | | | | | | | | |
|---|--------------------|---------------|---------------|---------------|--------------------|---------------|-----------------------------|-----------------|-----------------|
| | United States | Region | | | | | Retail outlet 1/ | | |
| | | North-east | North Central | South | Mountain-Southwest | Pacific | independ- dent groceries | National chains | Regional chains |
| | | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons |
| Frozen concentrated grapefruit juice..... | 250 | 92 | 67 | 2/ | 2/ | 43 | 71 | 86 | 88 |
| Chilled orange juice..... | 4,398 | 2,332 | 1,256 | 516 | 146 | 148 | 1,288 | 329 | 753 |
| Concentrated shelf-pack orangeade..... | 304 | 2/ | 181 | 2/ | 44 | 40 | 151 | 71 | 81 |
| Average price per can 3/ | | | | | | | | | |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Frozen concentrated grapefruit juice..... | 14.3 | 14.3 | 15.1 | 2/ | 2/ | 13.7 | 15.9 | 13.1 | 14.5 |
| Chilled orange juice..... | 36.5 | 36.2 | 36.5 | 35.2 | 32.4 | 45.8 | 35.8 | 31.4 | 35.2 |
| Concentrated shelf-pack orangeade..... | 17.0 | 2/ | 17.2 | 2/ | 16.7 | 17.0 | 17.3 | 16.4 | 17.1 |
| Average size of purchase | | | | | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| Frozen concentrated grapefruit juice..... | 14.1 | 12.6 | 15.3 | 2/ | 2/ | 15.2 | 13.0 | 14.2 | 13.6 |
| Chilled orange juice..... | 37.8 | 38.0 | 39.8 | 38.8 | 35.8 | 29.6 | 36.3 | 45.9 | 37.0 |
| Concentrated shelf-pack orangeade..... | 15.8 | 2/ | 17.5 | 2/ | 15.9 | 14.8 | 18.5 | 14.6 | 13.1 |
| Purchases per 1,000 capita | | | | | | | | | |
| | United States | Northeast | North Central | South | Mountain-Southwest | Pacific | | | |
| | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons |
| Frozen concentrated grapefruit juice..... | 1.5 | 2.1 | 1.4 | 2/ | 2/ | 2.6 | | | |
| Chilled orange juice..... | 27.0 | 52.2 | 27.1 | 13.3 | 8.8 | 8.9 | | | |
| Concentrated shelf-pack orangeade..... | 1.9 | 2/ | 3.9 | 2/ | 2.7 | 2.4 | | | |

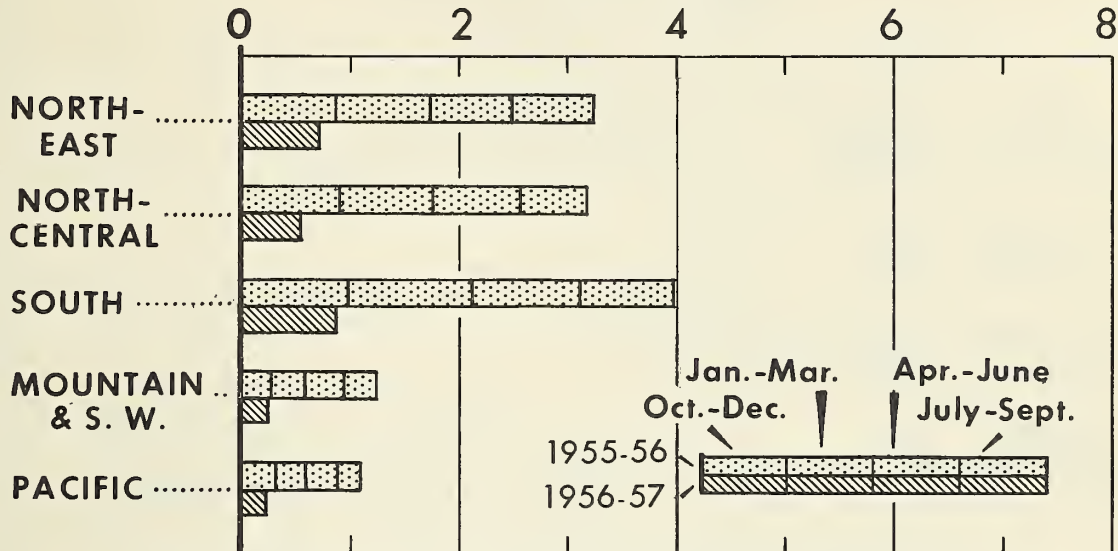
1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets, and fruit stands are not shown.

2/ Too few purchases reported for analysis.

3/ Six-ounce can, except chilled orange juice, per equivalent quart.

CANNED ORANGE JUICE PURCHASES BY REGIONS

MIL. CASES *



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3885-57 (2)

AGRICULTURAL MARKETING SERVICE

Figure 3

Table 7.--Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | | | Average price per 46-ounce can | | | | | |
|-----------------------|--------------------------|----------------|----------------|----------------|--------------------|----------------|--------------------------------|------------|---------------|----------|--------------------|----------|
| | United States | North-east | North Central | South | Mountain-Southwest | Pacific | United States | North-east | North Central | South | Mountain-Southwest | Pacific |
| | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | Cents | Cents | Cents | Cents | Cents | Cents |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 3,351 | 840 | 892 | 992 | 284 | 343 | 32.7 | 31.8 | 32.6 | 31.2 | 34.9 | 35.7 |
| January-March..... | 3,450 | 854 | 863 | 1,118 | 338 | 277 | 33.1 | 31.7 | 33.3 | 31.9 | 34.9 | 37.2 |
| April-June..... | 3,195 | 793 | 832 | 991 | 323 | 256 | 34.1 | 32.0 | 34.0 | 33.1 | 36.8 | 38.2 |
| July-September..... | 2,755 | 724 | 598 | 890 | 313 | 230 | 35.8 | 35.3 | 36.6 | 34.2 | 37.4 | 39.5 |
| Total..... | 12,751 | 3,211 | 3,185 | 3,991 | 1,258 | 1,106 | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 2,631 | 714 | 590 | 848 | 253 | 226 | 36.4 | 35.8 | 37.2 | 34.7 | 38.7 | 39.6 |
| January-March..... | | | | | | | | | | | | |
| April-June..... | | | | | | | | | | | | |
| July-September..... | | | | | | | | | | | | |
| Total..... | | | | | | | | | | | | |
| Period | Average size of purchase | | | | | | Purchases per 1,000 capita | | | | | |
| | United States | North-east | North Central | South | Mountain-Southwest | Pacific | United States | North-east | North Central | South | Mountain-Southwest | Pacific |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 55.3 | 56.8 | 54.9 | 56.0 | 53.9 | 53.4 | 20.8 | 19.0 | 19.4 | 25.6 | 17.4 | 21.6 |
| January-March..... | 54.7 | 56.2 | 57.6 | 53.6 | 55.0 | 49.5 | 21.4 | 19.4 | 18.8 | 29.0 | 19.9 | 17.4 |
| April-June..... | 54.3 | 54.9 | 61.5 | 52.4 | 52.9 | 47.7 | 19.7 | 18.0 | 18.0 | 25.3 | 19.2 | 16.0 |
| July-September..... | 52.5 | 54.6 | 53.4 | 51.7 | 51.8 | 50.1 | 17.1 | 16.4 | 13.0 | 23.1 | 19.3 | 13.8 |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 52.0 | 55.8 | 52.8 | 52.5 | 46.7 | 47.8 | 16.1 | 15.9 | 12.7 | 21.9 | 15.3 | 13.6 |
| January-March..... | | | | | | | | | | | | |
| April-June..... | | | | | | | | | | | | |
| July-September..... | | | | | | | | | | | | |

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

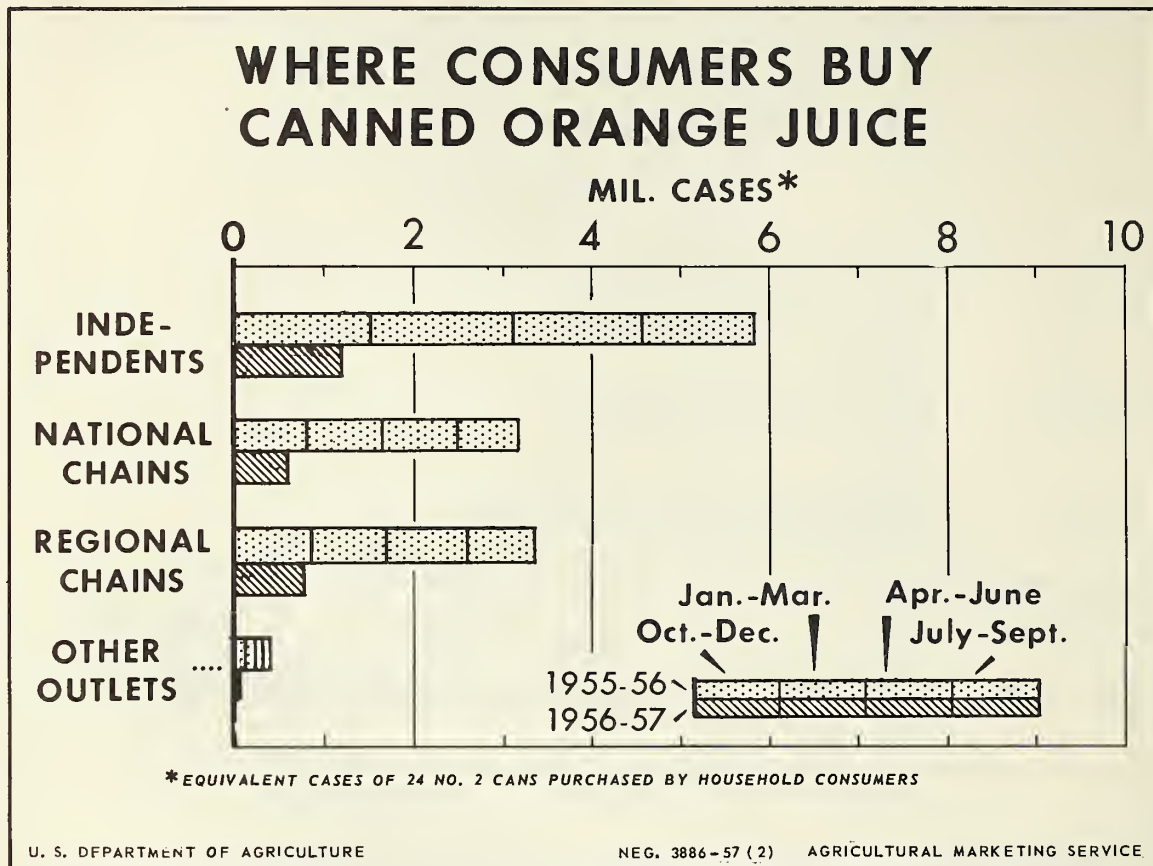


Figure 4

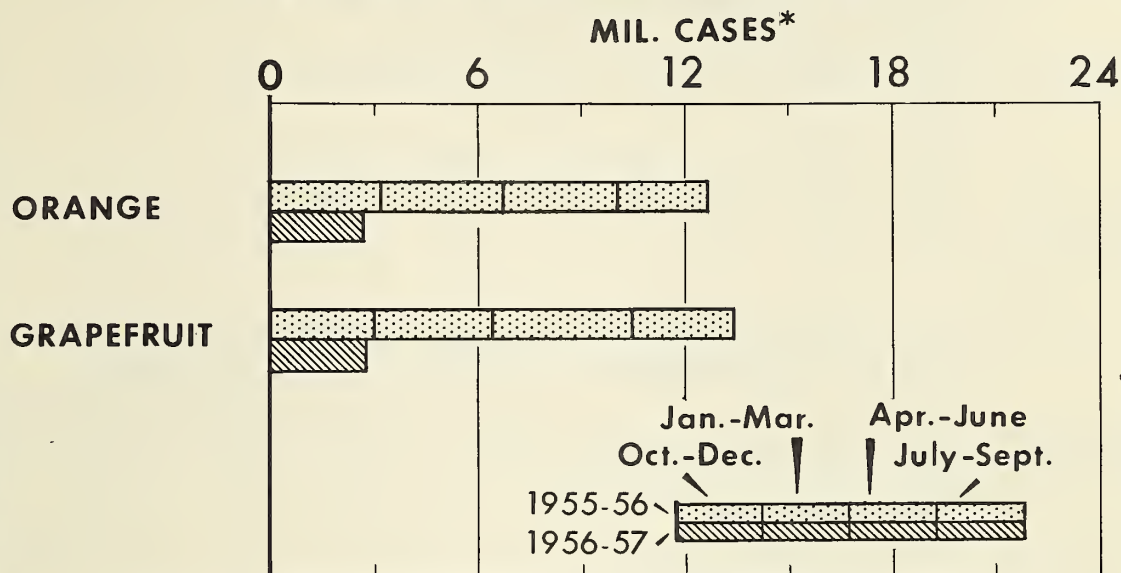
Table 8.--Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | Average price per 46-ounce can | | | | Average size of purchase | | | |
|-----------------------|--------------------------------|--------------------|--------------------|--------------------------------|--------------------------------|--------------------|--------------------|--------------------------------|--------------------------------|--------------------|--------------------|--------------------------------|
| | Independ- dent groceries | National chains | Regional chains | All retail outlets 1/ | Independ- dent groceries | National chains | Regional chains | All retail outlets 1/ | Independ- dent groceries | National chains | Regional chains | All retail outlets 1/ |
| | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | Cents | Cents | Cents | Cents | Ounces | Ounces | Ounces | Ounces |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 1,523 | 812 | 894 | 3,351 | 33.9 | 30.8 | 31.8 | 32.7 | 54.9 | 56.4 | 55.6 | 55.3 |
| January-March..... | 1,627 | 862 | 864 | 3,450 | 34.7 | 30.4 | 32.2 | 33.1 | 54.0 | 57.5 | 54.5 | 54.7 |
| April-June..... | 1,427 | 816 | 857 | 3,195 | 35.8 | 31.5 | 33.2 | 34.1 | 53.7 | 57.2 | 52.9 | 54.3 |
| July-September..... | 1,272 | 660 | 754 | 2,755 | 36.7 | 34.2 | 35.6 | 35.8 | 52.4 | 54.7 | 50.8 | 52.5 |
| Total..... | 5,849 | 3,150 | 3,369 | 12,751 | | | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 1,189 | 570 | 797 | 2,631 | 37.6 | 34.7 | 35.6 | 36.4 | 50.6 | 56.7 | 51.7 | 52.0 |
| January-March..... | | | | | | | | | | | | |
| April-June..... | | | | | | | | | | | | |
| July-September..... | | | | | | | | | | | | |
| Total..... | | | | | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

CONSUMER PURCHASES OF CANNED CITRUS JUICES



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3887-57 (2) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 9.--Canned citrus juices: Consumer purchases by quarters, October-December 1955 to date

| Period | Orange | | Grapefruit | |
|-----------------------|-------------------------------|-------------------------------|-------------------------------|-------------------------------|
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | 1,000 cases $\frac{1}{1/}$ | 1,000 cases $\frac{1}{1/}$ | 1,000 cases $\frac{1}{1/}$ | 1,000 cases $\frac{1}{1/}$ |
| October-December..... | 2,631 | 3,351 | 2,663 | 3,059 |
| January-March..... | | 3,450 | | 3,380 |
| April-June..... | | 3,195 | | 3,931 |
| July-September..... | | 2,755 | | 3,040 |
| Total..... | | 12,751 | | 13,410 |

$\frac{1}{1/}$ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 10.--Canned single-strength grapefruit juice: Consumer purchases average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | | | Average price per 46-ounce can | | | | | |
|-----------------------|--------------------------|----------------|----------------|----------------|--------------------|----------------|--------------------------------|------------|---------------|----------|--------------------|----------|
| | United States | North-east | North Central | South | Mountain-Southwest | Pacific | United States | North-east | North Central | South | Mountain-Southwest | Pacific |
| | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | Cents | Cents | Cents | Cents | Cents | Cents |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 3,059 | 795 | 801 | 641 | 369 | 453 | 25.3 | 24.6 | 25.4 | 24.2 | 26.1 | 26.3 |
| January-March..... | 3,380 | 874 | 979 | 725 | 403 | 399 | 24.9 | 23.8 | 24.5 | 23.6 | 26.6 | 27.0 |
| April-June..... | 3,931 | 1,133 | 1,135 | 720 | 482 | 461 | 24.5 | 23.3 | 23.8 | 23.3 | 26.2 | 26.9 |
| July-September..... | 3,040 | 851 | 790 | 588 | 408 | 403 | 26.7 | 26.0 | 26.9 | 25.3 | 27.6 | 28.0 |
| Total..... | 13,410 | 3,653 | 3,705 | 2,674 | 1,662 | 1,716 | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 2,663 | 692 | 761 | 482 | 397 | 331 | 28.2 | 26.9 | 28.2 | 26.8 | 29.7 | 29.9 |
| January-March..... | | | | | | | | | | | | |
| April-June..... | | | | | | | | | | | | |
| July-September..... | | | | | | | | | | | | |
| Total..... | | | | | | | | | | | | |
| Period | Average size of purchase | | | | | | Purchases per 1,000 capita | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 63.7 | 63.8 | 66.1 | 62.4 | 62.2 | 63.5 | 19.0 | 18.0 | 17.4 | 16.5 | 22.5 | 28.6 |
| January-March..... | 65.8 | 62.8 | 72.3 | 67.5 | 62.3 | 62.7 | 21.0 | 19.9 | 21.3 | 18.8 | 23.8 | 25.0 |
| April-June..... | 66.9 | 64.0 | 75.3 | 64.5 | 63.8 | 66.0 | 24.2 | 25.7 | 24.6 | 18.3 | 28.7 | 28.7 |
| July-September..... | 62.1 | 61.1 | 64.5 | 59.3 | 62.3 | 64.3 | 18.8 | 19.3 | 17.2 | 15.3 | 25.2 | 24.2 |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 61.4 | 62.6 | 62.8 | 56.8 | 63.6 | 61.9 | 16.3 | 15.5 | 16.4 | 12.5 | 23.9 | 19.9 |
| January-March..... | | | | | | | | | | | | |
| April-June..... | | | | | | | | | | | | |
| July-September..... | | | | | | | | | | | | |

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 11.--Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | Average price per 46-ounce can | | | | Average size of purchase | | | |
|-----------------------|-------------------------|-------------------|-------------------|-------------------------|--------------------------------|-------------------|-------------------|-------------------------|--------------------------|-------------------|-------------------|-------------------------|
| | Independent : groceries | National : chains | Regional : chains | All : retail outlets 1/ | Independent : groceries | National : chains | Regional : chains | All : retail outlets 1/ | Independent : groceries | National : chains | Regional : chains | All : retail outlets 1/ |
| | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | Cents | Cents | Cents | Cents | Ounces | Ounces | Ounces | Ounces |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 1,047 | 1,133 | 844 | 3,059 | 27.3 | 23.8 | 24.6 | 25.3 | 57.9 | 69.5 | 65.1 | 63.7 |
| January-March..... | 1,053 | 1,272 | 1,018 | 3,380 | 26.8 | 23.2 | 24.7 | 24.9 | 60.9 | 72.7 | 64.7 | 65.8 |
| April-June..... | 1,288 | 1,357 | 1,242 | 3,931 | 26.7 | 22.7 | 23.8 | 24.5 | 62.0 | 74.1 | 66.8 | 66.9 |
| July-September..... | 1,005 | 1,034 | 976 | 3,040 | 28.6 | 25.0 | 26.1 | 26.7 | 56.1 | 71.2 | 62.1 | 62.1 |
| Total..... | 4,393 | 4,796 | 4,080 | 13,410 | | | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 981 | 802 | 854 | 2,663 | 29.9 | 26.6 | 27.5 | 28.2 | 56.0 | 68.0 | 64.2 | 61.4 |
| January-March..... | | | | | | | | | | | | |
| April-June..... | | | | | | | | | | | | |
| July-September..... | | | | | | | | | | | | |
| Total..... | | | | | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 12.--Canned single-strength juices and fruit: Consumer purchases, average price paid, average size of purchase, and purchase per 1,000 capita, United States by regions and type of retail outlets, October-December 1956

| Item | Consumer purchases | | | | | | | | |
|------------------------------------|----------------------------|----------------|----------------|----------------|--------------------|----------------|------------------------|-----------------|-----------------|
| | United States | Region | | | | | Retail outlet 1/ | | |
| | | North-east | North Central | South | Mountain-Southwest | Pacific | Independent groceries: | National chains | Regional chains |
| | | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ |
| Canned single-strength juices: | | | | | | | | | |
| Orange..... | 2,631 | 714 | 590 | 848 | 253 | 226 | 1,189 | 570 | 797 |
| Grapefruit..... | 2,663 | 692 | 761 | 482 | 397 | 331 | 981 | 802 | 854 |
| Lemon..... | 150 | 43 | 53 | 3/ | 14 | 28 | 51 | 35 | 61 |
| Prune..... | 2,086 | 1,173 | 353 | 248 | 172 | 140 | 545 | 494 | 1,013 |
| Tomato..... | 5,308 | 1,922 | 1,372 | 671 | 534 | 809 | 1,608 | 1,370 | 2,248 |
| All single-strength juices 4/..... | 21,882 | 8,479 | 5,023 | 3,230 | 2,223 | 2,927 | 7,046 | 5,644 | 8,834 |
| Canned grapefruit sections..... | 994 | 339 | 356 | 89 | 79 | 131 | 304 | 335 | 351 |
| | Average price per can 5/ | | | | | | | | |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Canned single-strength juices: | | | | | | | | | |
| Orange..... | 36.4 | 35.8 | 37.2 | 34.7 | 38.7 | 39.6 | 37.6 | 34.7 | 35.6 |
| Grapefruit..... | 28.2 | 26.9 | 28.2 | 26.8 | 29.7 | 29.9 | 29.9 | 26.6 | 27.5 |
| Lemon..... | 12.1 | 12.9 | 12.9 | 3/ | 13.8 | 11.3 | 12.0 | 11.8 | 12.3 |
| Prune..... | 32.5 | 31.0 | 34.7 | 33.6 | 34.6 | 31.2 | 34.8 | 31.6 | 31.5 |
| Tomato..... | 27.8 | 29.3 | 28.7 | 30.1 | 29.6 | 22.9 | 29.2 | 27.1 | 27.0 |
| Canned grapefruit sections..... | 18.2 | 17.2 | 17.9 | 18.4 | 19.6 | 19.4 | 19.7 | 16.8 | 18.1 |
| | Average size of purchase | | | | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| Canned single-strength juices: | | | | | | | | | |
| Orange..... | 52.0 | 55.8 | 52.8 | 52.5 | 46.7 | 47.8 | 50.6 | 56.7 | 51.7 |
| Grapefruit..... | 61.4 | 62.6 | 62.8 | 56.8 | 63.6 | 61.9 | 56.0 | 68.0 | 64.2 |
| Lemon..... | 14.9 | 15.6 | 20.3 | 3/ | 11.9 | 12.4 | 14.6 | 14.9 | 15.0 |
| Prune..... | 39.4 | 40.0 | 38.7 | 34.5 | 41.3 | 44.0 | 36.0 | 38.7 | 42.3 |
| Tomato..... | 54.6 | 50.4 | 57.3 | 50.9 | 46.3 | 69.5 | 51.9 | 56.5 | 55.9 |
| All single-strength juices 4/..... | 49.8 | 48.6 | 50.5 | 47.5 | 47.6 | 55.4 | 48.2 | 51.2 | 50.6 |
| Canned grapefruit sections..... | 35.8 | 33.9 | 36.3 | 43.8 | 35.6 | 35.8 | 37.0 | 37.6 | 33.2 |
| | Purchases per 1,000 capita | | | | | | | | |
| | United States | Northeast | North Central | South | Mountain-Southwest | Pacific | | | |
| | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | | | |
| Canned single-strength juices: | | | | | | | | | |
| Orange..... | 16.1 | 15.9 | 12.7 | 21.9 | 15.3 | 13.6 | | | |
| Grapefruit..... | 16.3 | 15.5 | 16.4 | 12.5 | 23.9 | 19.9 | | | |
| Lemon..... | 0.9 | 1.0 | 1.1 | 3/ | 0.8 | 1.7 | | | |
| Prune..... | 12.8 | 26.2 | 7.6 | 6.4 | 10.4 | 8.4 | | | |
| Tomato..... | 32.6 | 43.0 | 29.6 | 17.3 | 32.2 | 48.6 | | | |
| All single-strength juices 4/..... | 134.2 | 189.6 | 108.3 | 83.4 | 134.0 | 175.8 | | | |
| Canned grapefruit sections..... | 6.1 | 7.6 | 7.7 | 2.3 | 4.8 | 7.9 | | | |

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

3/ Too few purchases reported for analysis.

4/ Includes purchases of other miscellaneous canned single-strength juice.

5/ 46-ounce can, except lemon juice, 5½-ounce can; prune juice, 32-ounce bottle and grapefruit sections, net weight 1 pound (No. 303 can).

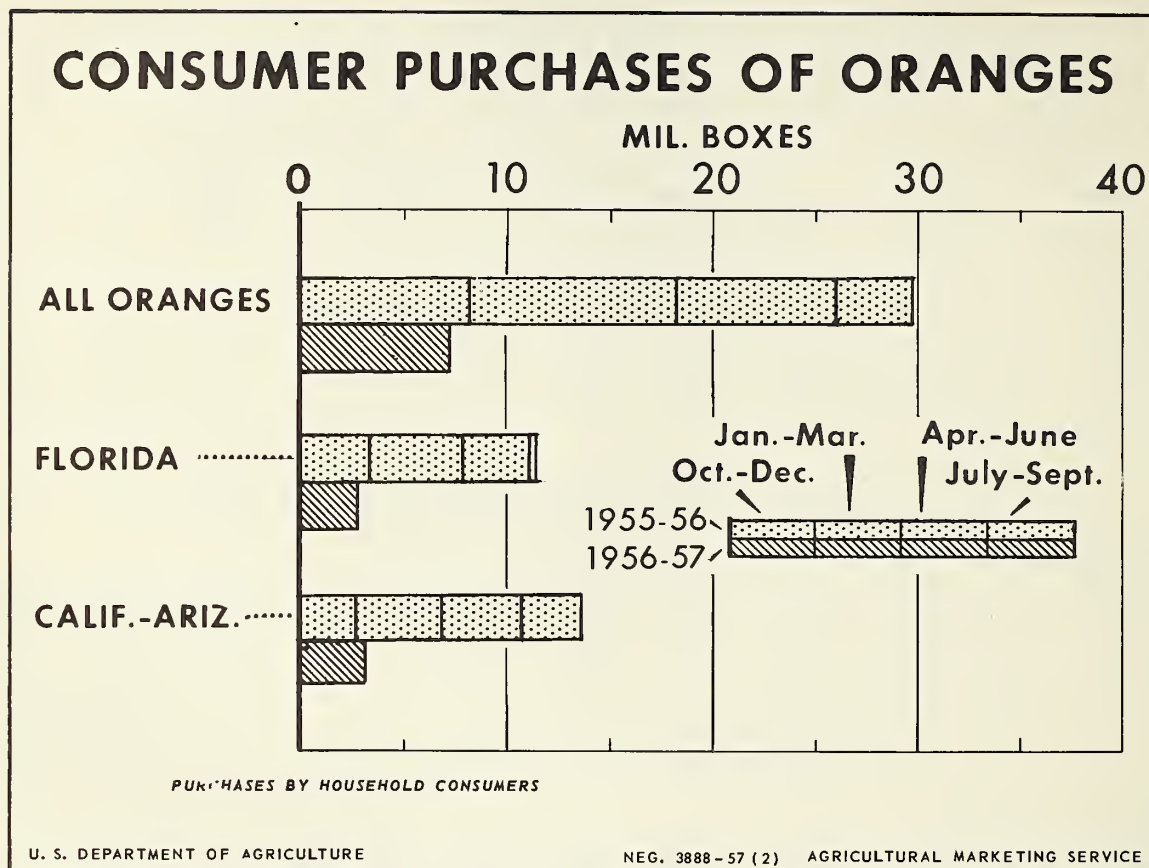


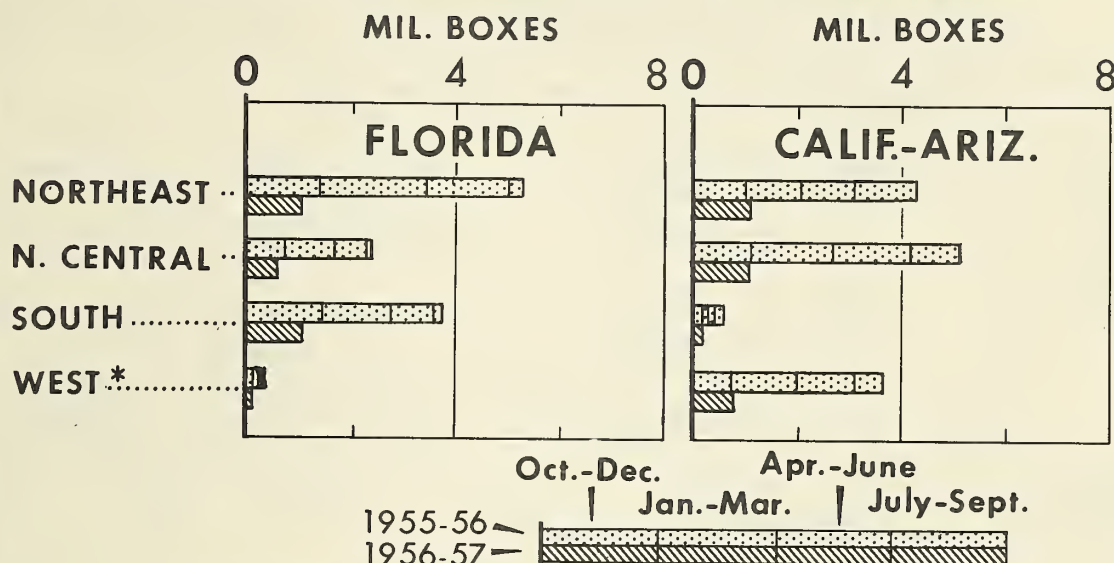
Figure 6

Table 13.--Oranges: Consumer purchases, by quarters, October-December 1955 to date

| Period | All oranges ^{1/} | Florida | California-Arizona | Unidentified |
|-----------------------|---------------------------|-------------|--------------------|--------------|
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| 1955-56 | | | | |
| October-December..... | 8,020 | 3,618 | 2,953 | 1,150 |
| January-March..... | 10,146 | 4,452 | 3,991 | 1,420 |
| April-June..... | 7,875 | 3,067 | 3,735 | 1,001 |
| July-September..... | 3,834 | 502 | 2,836 | 456 |
| Total..... | 29,875 | 11,639 | 13,515 | 4,027 |
| 1956-57 | | | | |
| October-December..... | 7,068 | 2,750 | 3,024 | 1,059 |
| January-March..... | | | | |
| April-June..... | | | | |
| July-September..... | | | | |
| Total..... | | | | |

^{1/} Includes small quantities of oranges from other States which are not included as unidentified.

FLORIDA AND CALIFORNIA-ARIZONA ORANGE PURCHASES BY REGIONS



* INCLUDES MOUNTAIN-SOUTHWEST AND PACIFIC REGIONS
PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3889-57 (2) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 14.--Oranges: Consumer purchases, United States and regions, by quarters, October-December 1955 to date

| State of origin and period | United States | | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
|-------------------------------|---------------|---------|-----------|---------|---------------|---------|---------|---------|--------------------|---------|---------|---------|
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes |
| Florida | | | | | | | | | | | | |
| October-December..... | 2,750 | 3,618 | 1,001 | 1,377 | 592 | 702 | 1,068 | 1,425 | 76 | 93 | 1/ | 21 |
| January-March..... | | 4,452 | | 2,028 | | 990 | | 1,333 | | 90 | | 1/ |
| April-June..... | | 3,067 | | 1,582 | | 584 | | 822 | | 75 | | 1/ |
| July-September..... | | 502 | | 268 | | 73 | | 145 | | 1/ | | 1/ |
| Total..... | | 11,639 | | 5,255 | | 2,349 | | 3,725 | | 275 | | 37 |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 3,024 | 2,953 | 1,055 | 994 | 1,070 | 1,072 | 155 | 153 | 223 | 242 | 521 | 492 |
| January-March..... | | 3,991 | | 1,046 | | 1,583 | | 122 | | 341 | | 899 |
| April-June..... | | 3,735 | | 1,038 | | 1,470 | | 120 | | 331 | | 776 |
| July-September..... | | 2,936 | | 1,171 | | 974 | | 158 | | 172 | | 361 |
| Total..... | | 13,515 | | 4,249 | | 5,099 | | 553 | | 1,086 | | 2,528 |
| All oranges 2/ | | | | | | | | | | | | |
| October-December..... | 7,068 | 8,020 | 2,345 | 2,669 | 1,925 | 2,119 | 1,603 | 2,009 | 535 | 610 | 660 | 613 |
| January-March..... | | 10,146 | | 3,508 | | 2,961 | | 1,819 | | 744 | | 1,114 |
| April-June..... | | 7,875 | | 2,922 | | 2,317 | | 1,136 | | 544 | | 956 |
| July-September..... | | 3,834 | | 1,591 | | 1,160 | | 389 | | 254 | | 440 |
| Total..... | | 29,875 | | 10,690 | | 8,557 | | 5,353 | | 2,152 | | 3,123 |

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

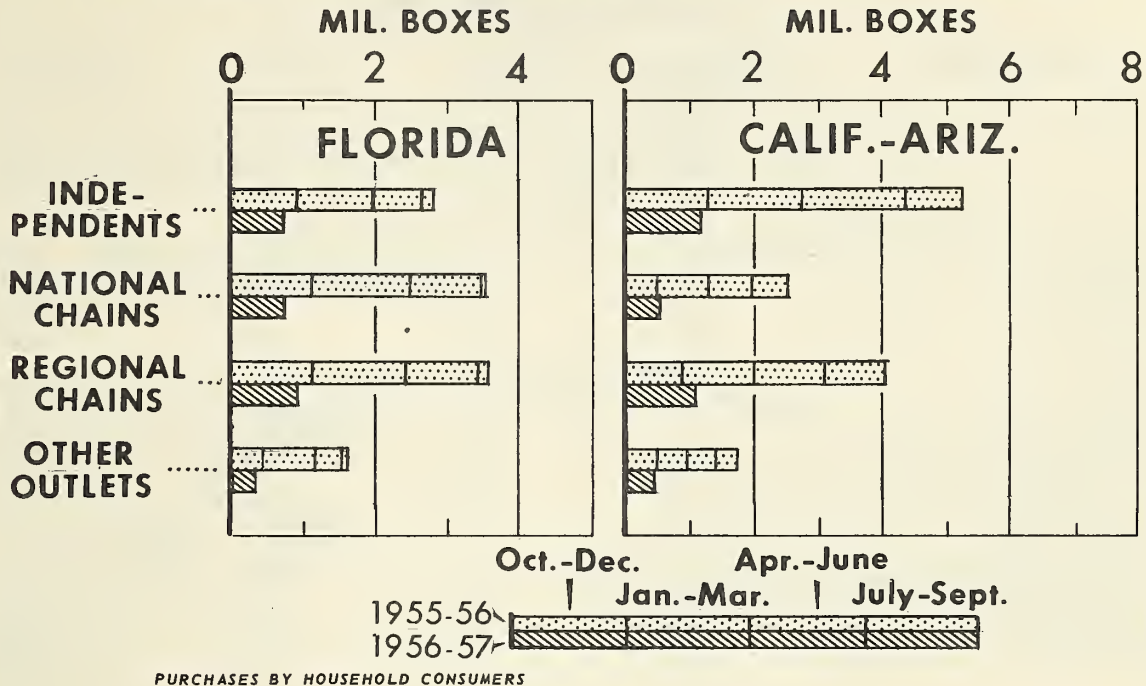
Table 15.--Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

| State of origin and period | Average price per dozen | | | | | | | | | | | |
|-------------------------------|-------------------------|---------|-----------|---------|---------------|---------|---------|---------|--------------------|---------|---------|---------|
| | United States | | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Florida | | | | | | | | | | | | |
| October-December..... | 34.0 | 33.6 | 40.4 | 38.4 | 34.7 | 34.6 | 29.7 | 29.6 | 37.9 | 36.9 | 1/ | 48.3 |
| January-March..... | | 39.0 | | 44.5 | | 41.3 | | 32.0 | | 41.4 | | 1/ |
| April-June..... | | 44.0 | | 48.5 | | 45.5 | | 36.7 | | 46.2 | | 1/ |
| July-September..... | | 48.5 | | 53.4 | | 45.1 | | 43.0 | | 1/ | | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 48.1 | 47.9 | 53.4 | 52.5 | 48.8 | 48.8 | 42.4 | 38.4 | 55.3 | 54.2 | 40.5 | 41.6 |
| January-March..... | | 48.5 | | 58.1 | | 50.1 | | 43.3 | | 50.8 | | 41.1 |
| April-June..... | | 53.9 | | 65.3 | | 53.7 | | 48.4 | | 60.4 | | 45.0 |
| July-September..... | | 44.1 | | 46.3 | | 43.2 | | 46.7 | | 53.4 | | 37.3 |
| All oranges 2/ | | | | | | | | | | | | |
| October-December..... | 40.8 | 39.7 | 47.0 | 44.3 | 43.9 | 42.8 | 32.0 | 31.1 | 43.3 | 42.7 | 40.0 | 41.3 |
| January-March..... | | 43.3 | | 49.5 | | 46.4 | | 33.7 | | 43.4 | | 40.4 |
| April-June..... | | 49.8 | | 55.8 | | 51.6 | | 38.6 | | 55.4 | | 44.8 |
| July-September..... | | 44.5 | | 47.5 | | 43.3 | | 44.6 | | 52.3 | | 37.2 |
| Average size of purchase | | | | | | | | | | | | |
| | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units |
| Florida | | | | | | | | | | | | |
| October-December..... | 16.2 | 15.7 | 13.6 | 13.9 | 15.6 | 14.8 | 18.8 | 18.2 | 15.1 | 12.7 | 1/ | 9.7 |
| January-March..... | | 13.8 | | 12.5 | | 14.4 | | 15.4 | | 11.8 | | 1/ |
| April-June..... | | 12.7 | | 12.1 | | 12.8 | | 13.6 | | 12.1 | | 1/ |
| July-September..... | | 11.7 | | 11.8 | | 13.8 | | 11.2 | | 1/ | | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 12.5 | 12.2 | 11.8 | 11.4 | 12.2 | 11.8 | 13.3 | 14.4 | 10.7 | 11.0 | 14.4 | 13.7 |
| January-March..... | | 11.7 | | 9.5 | | 11.5 | | 12.5 | | 11.5 | | 13.6 |
| April-June..... | | 11.1 | | 9.2 | | 11.3 | | 11.5 | | 9.9 | | 13.0 |
| July-September..... | | 13.2 | | 13.7 | | 13.4 | | 11.2 | | 10.0 | | 14.7 |
| All oranges 2/ | | | | | | | | | | | | |
| October-December..... | 14.0 | 13.7 | 12.5 | 12.6 | 13.2 | 12.9 | 16.7 | 16.6 | 12.8 | 12.4 | 14.6 | 13.6 |
| January-March..... | | 12.5 | | 11.0 | | 12.3 | | 14.1 | | 12.3 | | 13.6 |
| April-June..... | | 11.6 | | 10.5 | | 11.7 | | 12.8 | | 10.2 | | 13.0 |
| July-September..... | | 13.1 | | 13.3 | | 13.4 | | 11.3 | | 10.2 | | 15.2 |
| Purchases per 1,000 capita | | | | | | | | | | | | |
| | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes |
| Florida | | | | | | | | | | | | |
| October-December..... | 16.9 | 22.4 | 22.4 | 31.1 | 12.8 | 15.3 | 27.6 | 36.8 | 4.6 | 5.7 | 1/ | 1.3 |
| January-March..... | | 26.5 | | 44.3 | | 20.7 | | 33.2 | | 5.1 | | 1/ |
| April-June..... | | 18.9 | | 35.9 | | 12.7 | | 20.9 | | 4.5 | | 1/ |
| July-September..... | | 3.1 | | 6.1 | | 1.6 | | 3.8 | | 1/ | | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 18.5 | 18.3 | 23.6 | 22.5 | 23.1 | 23.3 | 4.0 | 3.9 | 13.5 | 14.8 | 31.3 | 31.1 |
| January-March..... | | 24.7 | | 23.8 | | 34.5 | | 3.2 | | 20.1 | | 56.4 |
| April-June..... | | 23.0 | | 23.6 | | 31.9 | | 3.1 | | 19.7 | | 48.4 |
| July-September..... | | 17.5 | | 26.5 | | 21.2 | | 4.1 | | 10.6 | | 21.7 |
| All oranges 2/ | | | | | | | | | | | | |
| October-December..... | 43.3 | 49.7 | 52.5 | 60.4 | 41.5 | 46.1 | 41.4 | 51.8 | 32.3 | 37.3 | 39.7 | 38.7 |
| January-March..... | | 61.5 | | 77.7 | | 63.4 | | 45.6 | | 43.0 | | 69.5 |
| April-June..... | | 48.5 | | 66.4 | | 50.3 | | 29.0 | | 32.4 | | 59.6 |
| July-September..... | | 23.7 | | 36.0 | | 25.3 | | 10.2 | | 15.7 | | 26.4 |

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

WHERE CONSUMERS BUY ORANGES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3890 - 57 (2)

AGRICULTURAL MARKETING SERVICE

Figure 8

Table 16.--Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1955 to date

| State of origin and period | Independent groceries | | National chains | | Regional chains | | All retail outlets ^{1/} | |
|----------------------------------|-----------------------|-------------|-----------------|-------------|-----------------|-------------|----------------------------------|-------------|
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000-boxes |
| Florida | | | | | | | | |
| October-December..... | 717 | 945 | 761 | 1,124 | 913 | 1,114 | 2,750 | 3,618 |
| January-March..... | | 1,033 | | 1,380 | | 1,311 | | 4,452 |
| April-June..... | | 716 | | 989 | | 997 | | 3,067 |
| July-September..... | | 169 | | 75 | | 177 | | 502 |
| Total..... | | 2,863 | | 3,569 | | 3,599 | | 11,639 |
| California-Arizona | | | | | | | | |
| October-December..... | 1,121 | 1,234 | 487 | 451 | 1,010 | 812 | 3,024 | 2,953 |
| January-March..... | | 1,531 | | 814 | | 1,174 | | 3,991 |
| April-June..... | | 1,566 | | 657 | | 1,068 | | 3,735 |
| July-September..... | | 887 | | 609 | | 976 | | 2,835 |
| Total..... | | 5,218 | | 2,531 | | 4,030 | | 13,515 |
| All oranges ^{2/} | | | | | | | | |
| October-December..... | 2,395 | 2,818 | 1,434 | 1,814 | 2,316 | 2,292 | 7,068 | 8,020 |
| January-March..... | | 3,241 | | 2,506 | | 2,930 | | 10,146 |
| April-June..... | | 2,671 | | 1,857 | | 2,384 | | 7,875 |
| July-September..... | | 1,270 | | 769 | | 1,301 | | 3,834 |
| Total..... | | 10,000 | | 6,546 | | 8,907 | | 29,875 |

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

Table 17.--Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

| State of origin and period | Average price per dozen | | | | | | | |
|-------------------------------|--------------------------|--------------------|--------------------|-------------------------------------|---------|---------|---------|---------|
| | Independent groceries | National chains | Regional chains | All retail outlets ^{1/} | | | | |
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Florida | | | | | | | | |
| October-December..... | 34.3 | 34.4 | 33.5 | 33.1 | 34.1 | 33.9 | 34.0 | 33.6 |
| January-March..... | | 39.0 | | 38.8 | | 40.8 | | 39.0 |
| April-June..... | | 44.0 | | 43.1 | | 47.1 | | 44.0 |
| July-September..... | | 51.1 | | 49.6 | | 47.6 | | 48.5 |
| California-Arizona | | | | | | | | |
| October-December..... | 51.8 | 50.2 | 48.4 | 49.7 | 46.9 | 45.9 | 48.1 | 47.9 |
| January-March..... | | 52.0 | | 52.1 | | 47.3 | | 48.5 |
| April-June..... | | 54.5 | | 58.0 | | 55.2 | | 53.9 |
| July-September..... | | 47.0 | | 43.6 | | 43.3 | | 44.1 |
| All oranges ^{2/} | | | | | | | | |
| October-December..... | 43.1 | 41.9 | 40.1 | 38.3 | 40.3 | 39.0 | 40.8 | 39.7 |
| January-March..... | | 45.5 | | 44.4 | | 44.0 | | 43.3 |
| April-June..... | | 51.5 | | 50.3 | | 51.5 | | 49.8 |
| July-September..... | | 46.9 | | 44.4 | | 43.7 | | 44.5 |
| | Average size of purchase | | | | | | | |
| | Units | Units | Units | Units | Units | Units | Units | Units |
| Florida | | | | | | | | |
| October-December..... | 15.5 | 15.6 | 15.7 | 15.1 | 15.5 | 14.9 | 16.2 | 15.7 |
| January-March..... | | 12.5 | | 14.1 | | 12.5 | | 13.8 |
| April-June..... | | 11.6 | | 13.7 | | 11.8 | | 12.7 |
| July-September..... | | 10.9 | | 11.4 | | 11.6 | | 11.7 |
| California-Arizona | | | | | | | | |
| October-December..... | 11.5 | 11.5 | 12.4 | 11.5 | 12.7 | 12.4 | 12.5 | 12.2 |
| January-March..... | | 10.9 | | 11.1 | | 11.5 | | 11.7 |
| April-June..... | | 10.8 | | 10.3 | | 10.8 | | 11.1 |
| July-September..... | | 11.8 | | 14.4 | | 13.6 | | 13.2 |
| All oranges ^{2/} | | | | | | | | |
| October-December..... | 13.1 | 13.0 | 13.7 | 13.4 | 13.7 | 13.4 | 14.0 | 13.7 |
| January-March..... | | 11.4 | | 12.3 | | 11.8 | | 12.5 |
| April-June..... | | 10.8 | | 11.6 | | 11.2 | | 11.6 |
| July-September..... | | 11.9 | | 13.8 | | 13.3 | | 13.1 |

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

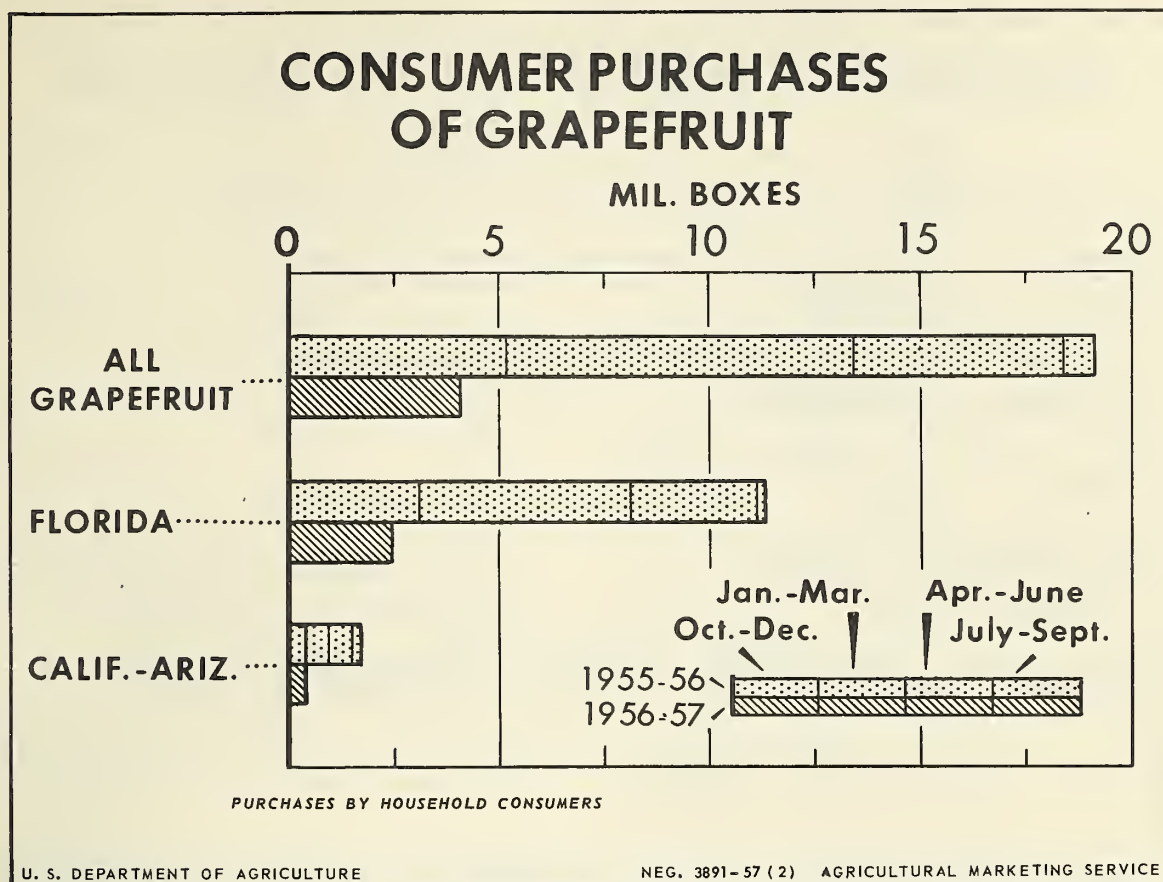


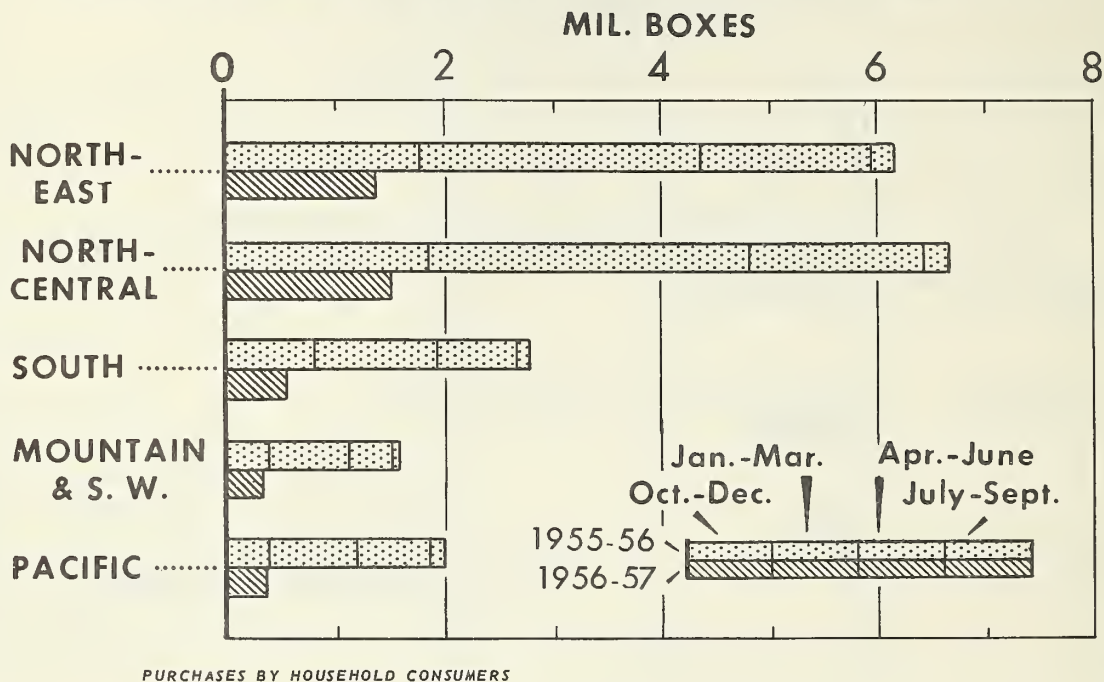
Figure 9

Table 18.--Grapefruit: Consumer purchases, by quarters, October-December 1955 to date

| Period | All grapefruit ^{1/} | Florida | California- Arizona | Unidentified |
|-----------------------|---------------------------------|--------------------|------------------------|--------------------|
| | <u>1,000 boxes</u> | <u>1,000 boxes</u> | <u>1,000 boxes</u> | <u>1,000 boxes</u> |
| 1955-1956 | | | | |
| October-December..... | 5,165 | 3,012 | 315 | 1,403 |
| January-March..... | 8,205 | 5,110 | 567 | 1,715 |
| April-June..... | 5,041 | 3,034 | 540 | 1,287 |
| July-September..... | 731 | 217 | 254 | 243 |
| Total..... | 19,142 | 11,373 | 1,676 | 4,648 |
| 1956-1957 | | | | |
| October-December..... | 4,076 | 2,438 | 348 | 945 |
| January-March..... | | | | |
| April-June..... | | | | |
| July-September..... | | | | |
| Total..... | | | | |

^{1/} Includes small quantities of fresh grapefruit from other States which are not included as unidentified.

GRAPEFRUIT PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3892-57 (2) AGRICULTURAL MARKETING SERVICE

Figure 10

Table 19.--Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1955 to date

| State of origin and period | United States | | Northeast | | North Central | | South | | Mountain- Southwest | | Pacific | |
|-------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|----------------------|------------------------|----------------------|----------------------|----------------------|
| | 1956-57 ¹ | 1955-56 ² | 1956-57 ¹ | 1955-56 ² | 1956-57 ¹ | 1955-56 ² | 1956-57 ¹ | 1955-56 ² | 1956-57 ¹ | 1955-56 ² | 1956-57 ¹ | 1955-56 ² |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| Florida | | | | | | | | | | | | |
| October-December..... | 2,438 | 3,012 | 1,027 | 1,286 | 864 | 1,005 | 402 | 557 | 84 | 96 | 61 | 68 |
| January-March..... | | 5,110 | | 2,179 | | 1,734 | | 890 | | 194 | | 113 |
| April-June..... | | 3,034 | | 1,308 | | 974 | | 536 | | 161 | | 55 |
| July-September..... | | 217 | | 80 | | 57 | | 73 | | 1/ | | 1/ |
| Total..... | | 11,373 | | 4,853 | | 3,770 | | 2,056 | | 455 | | 239 |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 348 | 315 | 37 | 85 | 44 | 50 | 1/ | 1/ | 37 | 24 | 211 | 137 |
| January-March..... | | 567 | | 62 | | 66 | | 1/ | | 40 | | 388 |
| April-June..... | | 540 | | 48 | | 53 | | 1/ | | 49 | | 377 |
| July-September..... | | 254 | | 59 | | 51 | | 1/ | | 21 | | 102 |
| Total..... | | 1,676 | | 254 | | 220 | | 57 | | 134 | | 1,011 |
| All grapefruit ^{2/} | | | | | | | | | | | | |
| October-December..... | 4,076 | 5,165 | 1,348 | 1,767 | 1,506 | 1,833 | 539 | 800 | 320 | 389 | 363 | 376 |
| January-March..... | | 8,205 | | 2,589 | | 2,977 | | 1,124 | | 717 | | 798 |
| April-June..... | | 5,041 | | 1,625 | | 1,621 | | 742 | | 392 | | 661 |
| July-September..... | | 731 | | 176 | | 226 | | 116 | | 51 | | 162 |
| Total..... | | 19,142 | | 6,157 | | 6,657 | | 2,782 | | 1,549 | | 1,997 |

^{1/} Too few purchases reported for analysis.

^{2/} Includes Texas grapefruit and grapefruit not identified as to origin.

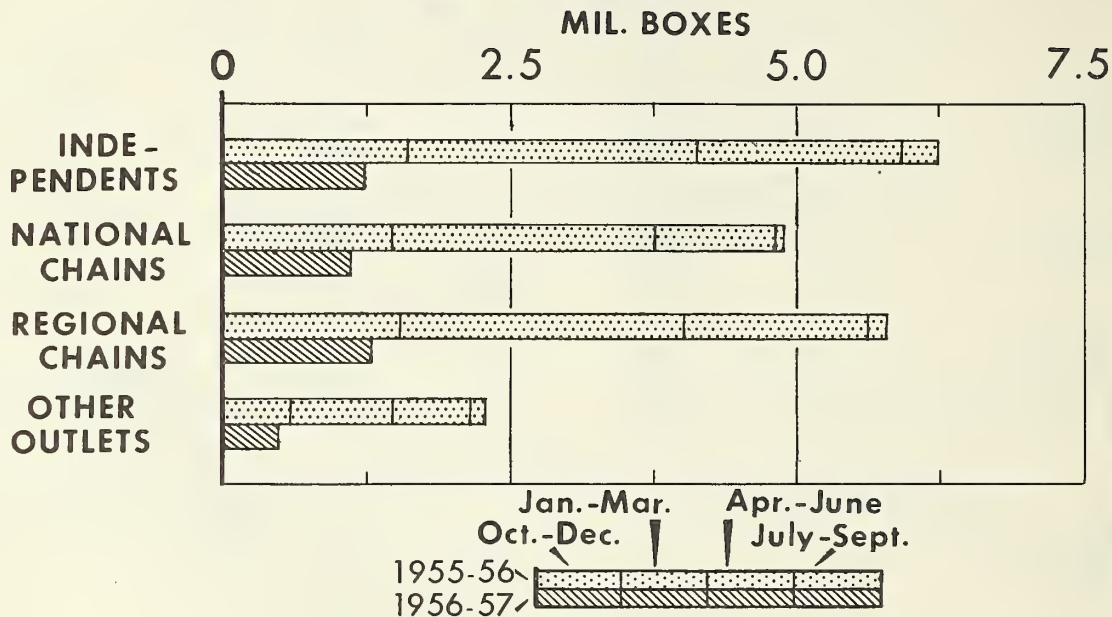
Table 20.--Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

| State of origin and period | Average price per dozen | | | | | | | | | | | |
|----------------------------|----------------------------|---------|-----------|---------|---------------|---------|---------|---------|--------------------|---------|---------|---------|
| | United States | | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Florida | | | | | | | | | | | | |
| October-December..... | 90.9 | 79.3 | 100.5 | 86.6 | 80.7 | 72.8 | 80.8 | 69.3 | 106.6 | 89.2 | 127.6 | 112.6 |
| January-March..... | | 77.8 | | 82.1 | | 73.6 | | 67.2 | | 92.1 | | 116.4 |
| April-June..... | | 91.8 | | 97.6 | | 88.4 | | 75.0 | | 106.0 | | 140.5 |
| July-September..... | | 105.1 | | 124.1 | | 115.5 | | 72.9 | | 1/ | | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 84.7 | 93.4 | 121.5 | 100.1 | 86.9 | 80.0 | 1/ | 1/ | 90.6 | 90.8 | 77.6 | 95.6 |
| January-March..... | | 75.3 | | 97.4 | | 70.8 | | 1/ | | 70.6 | | 74.3 |
| April-June..... | | 79.1 | | 116.8 | | 87.6 | | 1/ | | 84.9 | | 74.8 |
| July-September..... | | 109.3 | | 131.6 | | 109.2 | | 1/ | | 135.7 | | 94.7 |
| All grapefruit 2/ | | | | | | | | | | | | |
| October-December..... | 89.1 | 80.9 | 102.8 | 88.9 | 80.4 | 73.2 | 85.0 | 73.0 | 92.3 | 84.0 | 87.8 | 95.3 |
| January-March..... | | 75.4 | | 83.0 | | 70.4 | | 69.4 | | 78.0 | | 79.1 |
| April-June..... | | 88.6 | | 99.6 | | 87.2 | | 79.3 | | 95.5 | | 80.4 |
| July-September..... | | 110.1 | | 130.1 | | 114.5 | | 94.4 | | 132.1 | | 94.4 |
| State of origin and period | Average size of purchase | | | | | | | | | | | |
| | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units |
| Florida | | | | | | | | | | | | |
| October..... | 5.2 | 5.2 | 4.6 | 4.5 | 6.1 | 6.1 | 5.8 | 5.9 | 4.7 | 4.9 | 3.2 | 3.5 |
| January-March..... | | 5.6 | | 5.1 | | 6.3 | | 6.2 | | 5.2 | | 4.1 |
| April-June..... | | 4.9 | | 4.5 | | 5.3 | | 5.7 | | 4.8 | | 3.4 |
| July-September..... | | 4.9 | | 4.0 | | 4.5 | | 7.1 | | 1/ | | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 5.6 | 4.5 | 3.4 | 4.3 | 5.6 | 5.9 | 1/ | 1/ | 7.1 | 5.0 | 5.9 | 4.4 |
| January-March..... | | 5.6 | | 4.8 | | 6.1 | | 1/ | | 7.6 | | 5.5 |
| April-June..... | | 5.2 | | 3.8 | | 5.1 | | 1/ | | 5.6 | | 5.3 |
| July-September..... | | 4.1 | | 3.4 | | 4.1 | | 1/ | | 4.0 | | 4.4 |
| All grapefruit 2/..... | | | | | | | | | | | | |
| October-December..... | 5.2 | 5.1 | 4.3 | 4.3 | 6.1 | 6.0 | 5.3 | 5.5 | 5.8 | 5.4 | 4.8 | 4.3 |
| January-March..... | | 5.7 | | 4.9 | | 6.4 | | 5.9 | | 6.3 | | 5.4 |
| April-June..... | | 5.0 | | 4.3 | | 5.3 | | 5.4 | | 5.1 | | 5.2 |
| July-September..... | | 4.4 | | 3.7 | | 4.5 | | 5.3 | | 4.1 | | 4.4 |
| State of origin and period | Purchases per 1,000 capita | | | | | | | | | | | |
| | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes |
| Florida | | | | | | | | | | | | |
| October-December..... | 14.9 | 18.7 | 23.0 | 29.1 | 18.6 | 21.8 | 10.4 | 14.4 | 5.0 | 5.8 | 3.7 | 4.3 |
| January-March..... | | 31.7 | | 49.6 | | 37.8 | | 23.1 | | 11.4 | | 7.1 |
| April-June..... | | 18.7 | | 29.7 | | 21.1 | | 13.7 | | 9.6 | | 3.4 |
| July-September..... | | 1.3 | | 1.8 | | 1.2 | | 1.9 | | 1/ | | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 2.1 | 2.0 | 0.8 | 1.9 | 0.9 | 1.1 | 1/ | 1/ | 2.2 | 1.5 | 12.7 | 8.6 |
| January-March..... | | 3.5 | | 1.4 | | 1.4 | | 1/ | | 2.4 | | 24.3 |
| April-June..... | | 3.3 | | 1.1 | | 1.2 | | 1/ | | 2.9 | | 23.5 |
| July-September..... | | 1.6 | | 1.3 | | 1.1 | | 1/ | | 1.3 | | 6.5 |
| All grapefruit 2/ | | | | | | | | | | | | |
| October-December..... | 24.9 | 32.1 | 30.1 | 40.0 | 32.4 | 39.8 | 14.0 | 20.6 | 19.3 | 23.7 | 21.9 | 23.7 |
| January-March..... | | 50.8 | | 58.9 | | 64.8 | | 29.1 | | 42.3 | | 50.0 |
| April-June..... | | 31.0 | | 36.9 | | 35.1 | | 18.9 | | 23.3 | | 41.2 |
| July-September..... | | 4.5 | | 3.9 | | 4.8 | | 3.0 | | 3.1 | | 9.7 |

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

WHERE CONSUMERS BUY GRAPEFRUIT



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3893-57 (2) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 21.--Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1955 to date

| State of origin and period | Independent groceries | | National chains | | Regional chains | | All retail outlets ^{1/} | |
|------------------------------|-----------------------|-------------|-----------------|-------------|-----------------|-------------|----------------------------------|-------------|
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| Florida | | | | | | | | |
| October-December..... | 577 | 800 | 802 | 979 | 772 | 897 | 2,438 | 3,012 |
| January-March..... | | 1,248 | | 1,651 | | 1,598 | | 5,110 |
| April-June..... | | 950 | | 644 | | 1,009 | | 3,034 |
| July-September..... | | 71 | | 2/ | | 52 | | 217 |
| Total..... | | 3,069 | | 3,291 | | 3,556 | | 11,373 |
| California-Arizona | | | | | | | | |
| October-December..... | 118 | 107 | 93 | 70 | 109 | 96 | 348 | 315 |
| January-March..... | | 179 | | 129 | | 205 | | 567 |
| April-June..... | | 187 | | 107 | | 197 | | 540 |
| July-September..... | | 109 | | 44 | | 58 | | 254 |
| Total..... | | 582 | | 350 | | 556 | | 1,676 |
| All grapefruit ^{3/} | | | | | | | | |
| October-December..... | 1,207 | 1,598 | 1,106 | 1,453 | 1,299 | 1,528 | 4,076 | 5,165 |
| January-March..... | | 2,506 | | 2,305 | | 2,495 | | 8,205 |
| April-June..... | | 1,795 | | 1,043 | | 1,575 | | 5,041 |
| July-September..... | | 310 | | 91 | | 164 | | 731 |
| Total..... | | 6,209 | | 4,892 | | 5,762 | | 19,142 |

^{1/} Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

^{2/} Too few purchases reported for analysis.

^{3/} Includes Texas grapefruit and grapefruit not identified as to origin.

Table 22.--Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

| State of origin and period | Average price per dozen | | | | | | | |
|-------------------------------|--------------------------|---------|--------------------|-----------|--------------------|---------|-------------------------------------|---------|
| | Independent groceries | | National chains | | Regional chains | | All retail outlets ^{1/} | |
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Florida | | | | | | | | |
| October-December..... | 103.1 | 85.2 | 82.8 | 74.6 | 92.9 | 81.5 | 90.9 | 79.3 |
| January-March..... | | 86.0 | | 71.4 | | 81.3 | | 77.8 |
| April-June..... | | 96.8 | | 90.1 | | 95.7 | | 91.8 |
| July-September..... | | 121.6 | | <u>2/</u> | | 127.2 | | 105.1 |
| California-Arizona | | | | | | | | |
| October-December..... | 91.6 | 97.1 | 85.4 | 89.5 | 79.6 | 94.1 | 84.7 | 93.4 |
| January-March..... | | 82.8 | | 76.3 | | 66.7 | | 75.3 |
| April-June..... | | 83.8 | | 78.3 | | 76.2 | | 79.1 |
| July-September..... | | 102.8 | | 122.2 | | 123.4 | | 109.3 |
| All grapefruit ^{3/} | | | | | | | | |
| October-December..... | 94.5 | 86.0 | 85.5 | 76.6 | 88.9 | 81.6 | 89.1 | 80.9 |
| January-March..... | | 79.3 | | 71.5 | | 77.3 | | 75.4 |
| April-June..... | | 92.6 | | 88.2 | | 89.9 | | 88.6 |
| July-September..... | | 110.7 | | 123.1 | | 125.7 | | 110.1 |
| | Average size of purchase | | | | | | | |
| | Units | Units | Units | Units | Units | Units | Units | Units |
| Florida | | | | | | | | |
| October-December..... | 4.6 | 4.8 | 5.8 | 5.6 | 4.7 | 4.7 | 5.2 | 5.2 |
| January-March..... | | 4.9 | | 6.2 | | 5.0 | | 5.6 |
| April-June..... | | 4.6 | | 5.0 | | 4.6 | | 4.9 |
| July-September..... | | 4.0 | | <u>2/</u> | | 4.2 | | 4.9 |
| California-Arizona | | | | | | | | |
| October-December..... | 5.1 | 4.0 | 6.8 | 5.8 | 5.2 | 4.3 | 5.6 | 4.5 |
| January-March..... | | 5.0 | | 6.9 | | 5.2 | | 5.6 |
| April-June..... | | 4.9 | | 6.3 | | 4.7 | | 5.2 |
| July-September..... | | 4.0 | | 5.0 | | 3.2 | | 4.1 |
| All grapefruit ^{3/} | | | | | | | | |
| October-December..... | 4.9 | 4.7 | 5.6 | 5.5 | 4.8 | 4.7 | 5.2 | 5.1 |
| January-March..... | | 5.3 | | 6.2 | | 5.2 | | 5.7 |
| April-June..... | | 4.7 | | 5.1 | | 4.7 | | 5.0 |
| July-September..... | | 4.3 | | 4.5 | | 3.5 | | 4.4 |

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Too few purchases reported for analysis.

^{3/} Includes Texas grapefruit and grapefruit not identified as to origin.

MIL. BOXES

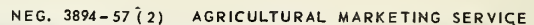
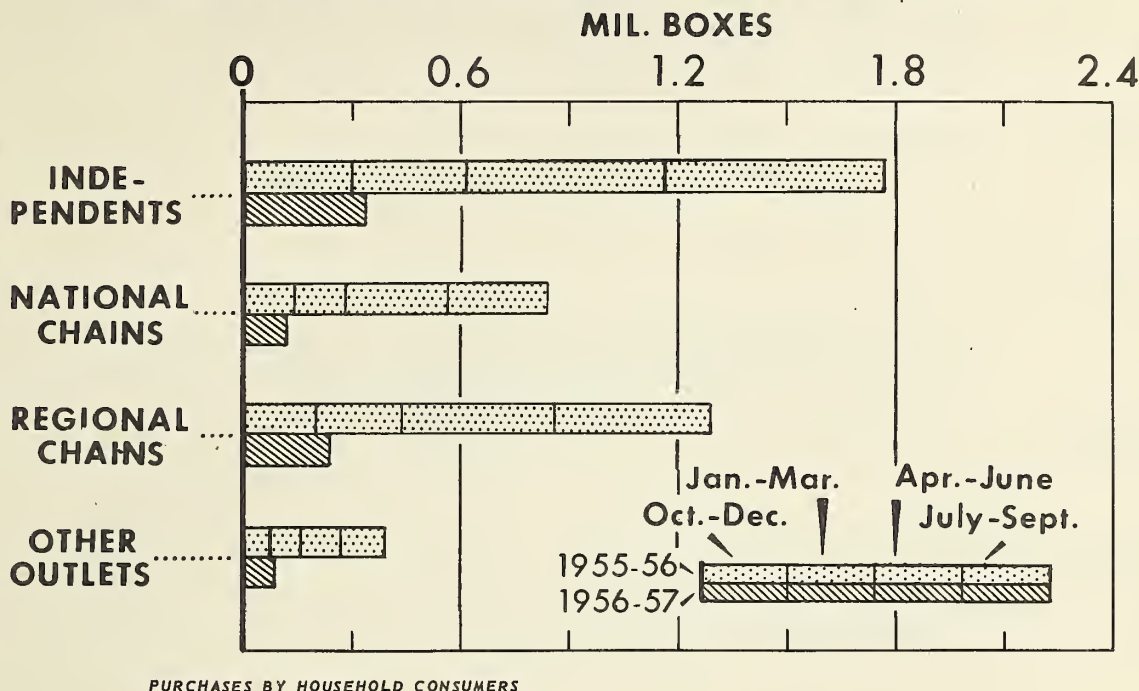


Table 23.--Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions by quarters, October-December 1955 to date

[illegible]

WHERE CONSUMERS BUY LEMONS



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3895-57 (2) AGRICULTURAL MARKETING SERVICE

Figure 13

Table 24.--Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | Average price per dozen | | | | Average size of purchase | | | |
|-----------------------|---------------------------------|--------------------|--------------------|--------------------------------|---------------------------------|--------------------|--------------------|--------------------------------|---------------------------------|--------------------|--------------------|--------------------------------|
| | Independ- dent groceries: | National chains | Regional chains | All retail outlets 1/ | Independ- dent groceries: | National chains | Regional chains | All retail outlets 1/ | Independ- dent groceries: | National chains | Regional chains | All retail outlets 1/ |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | Cents | Cents | Cents | Cents | Units | Units | Units | Units |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 298 | 135 | 202 | 713 | 45.1 | 47.3 | 47.1 | 45.6 | 6.2 | 5.8 | 6.2 | 6.2 |
| January-March..... | 316 | 143 | 237 | 779 | 45.9 | 48.0 | 47.0 | 46.2 | 6.0 | 5.5 | 6.0 | 5.9 |
| April-June..... | 551 | 290 | 428 | 1,384 | 41.7 | 42.9 | 42.5 | 42.2 | 7.2 | 7.1 | 7.4 | 7.2 |
| July-September..... | 598 | 280 | 431 | 1,427 | 43.7 | 47.7 | 45.6 | 44.8 | 7.6 | 7.1 | 7.4 | 7.4 |
| Total..... | 1,763 | 848 | 1,298 | 4,303 | | | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 337 | 117 | 239 | 774 | 45.3 | 52.6 | 49.1 | 47.0 | 6.6 | 5.6 | 6.2 | 6.4 |
| January-March..... | | | | | | | | | | | | |
| April-June..... | | | | | | | | | | | | |
| July-September..... | | | | | | | | | | | | |
| Total..... | | | | | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

Table 25.--Tangerines: Consumer purchases, average prices paid, average size of purchase, and purchases per 1,000 capita, United States and regions, selected quarters 1955 to date

| Period | Consumer purchases | | | | | | Average price per dozen | | | | | |
|-----------------------|--------------------------|-------------|---------------|-------------|--------------------|-------------|----------------------------|------------|---------------|-------|--------------------|---------|
| | United States | North-east | North Central | South | Mountain-Southwest | Pacific | United States | North-east | North Central | South | Mountain-Southwest | Pacific |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | Cents | Cents | Cents | Cents | Cents | Cents |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 1,644 | 670 | 529 | 315 | 63 | 67 | 39.3 | 41.8 | 39.6 | 32.2 | 47.0 | 43.9 |
| January-March..... | 1,640 | 783 | 446 | 269 | 65 | 77 | 32.2 | 34.5 | 29.9 | 25.2 | 42.1 | 41.2 |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 1,956 | 854 | 622 | 352 | 67 | 61 | 37.2 | 39.4 | 35.9 | 30.2 | 47.4 | 53.7 |
| January-March..... | | | | | | | | | | | | |
| Period | Average size of purchase | | | | | | Purchases per 1,000 capita | | | | | |
| | Units | Units | Units | Units | Units | Units | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes |
| | Units | Units | Units | Units | Units | Units | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 11.8 | 10.4 | 12.8 | 15.5 | 8.7 | 9.7 | 10.2 | 15.2 | 11.5 | 8.1 | 3.9 | 4.2 |
| January-March..... | 12.5 | 11.3 | 14.2 | 15.1 | 9.9 | 10.4 | 10.2 | 17.8 | 9.7 | 7.0 | 3.8 | 4.8 |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 11.9 | 11.1 | 13.1 | 13.9 | 8.8 | 8.7 | 12.0 | 19.1 | 13.4 | 9.1 | 4.0 | 3.7 |
| January-March..... | | | | | | | | | | | | |

Table 26.--Tangerines: Consumer purchases, average price paid and average size of purchase, United States by type of retail outlet, selected quarters 1955 to date

| Period | Consumer purchases | | | | Average price per dozen | | | | Average size of purchase | | | |
|-----------------------|-----------------------|-----------------|-----------------|--------------------|-------------------------|-----------------|-----------------|--------------------|--------------------------|-----------------|-----------------|--------------------|
| | Independent groceries | National chains | Regional chains | All retail outlets | Independent groceries | National chains | Regional chains | All retail outlets | Independent groceries | National chains | Regional chains | All retail outlets |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | Cents | Cents | Cents | Cents | Units | Units | Units | Units |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 530 | 404 | 481 | 1,644 | 41.2 | 38.8 | 39.0 | 39.3 | 11.8 | 11.5 | 11.2 | 11.8 |
| January-March..... | 509 | 397 | 471 | 1,640 | 35.9 | 29.2 | 31.3 | 32.2 | 11.8 | 13.0 | 12.3 | 12.5 |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 577 | 492 | 644 | 1,956 | 39.0 | 36.0 | 36.9 | 37.2 | 11.9 | 11.9 | 11.7 | 11.9 |
| January-March..... | | | | | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.



